

# Bracknell Forest Residents' Survey 2014

Bracknell Forest Council

05 December 2014



R E S E A R C H

Bracknell, St George's Place,  
York, YO24 1DT  
01904 632039

Dephna House, 24-26 Arcadia Ave,  
London, N3 2JU  
0208 8191397

[www.qaresearch.co.uk](http://www.qaresearch.co.uk)  
Company registration: 3186539



## Contents

1.	Executive Summary .....	4
2.	Introduction .....	8
3.	Aims and objectives .....	8
4.	Methodology .....	9
5.	Key findings .....	11
5.1	Demographic profile of respondents .....	11
5.2	Involvement and influence over local decisions.....	13
5.2.1	Ability to influence decisions affecting the local area .....	13
5.2.2	Involvement in volunteering activities .....	16
5.3	Residents' attitudes towards their local area .....	19
5.3.1	Satisfaction with local area .....	19
5.3.2	Perception of the best things about the Borough .....	21
5.3.3	Community cohesion in residents' local area.....	24
5.4	Use of and satisfaction with specific Council services .....	28
5.4.1	Use of specific Council services.....	28
5.4.2	Satisfaction with specific Council services.....	33
5.5	Perceptions of the Council overall .....	44
5.5.1	Satisfaction with the Council overall .....	44
5.5.2	Perceptions on the value for money offered by the Council .....	46
5.5.3	Suggestions for improving the Council .....	48
5.6	Communication with the Council.....	50
5.6.1	Feelings of being informed about Council services .....	50
5.6.2	Methods for receiving information and preference for receiving information.....	51
5.6.3	Residents' access to home broadband .....	54
5.7	Contact and satisfaction with Town and Parish Councils.....	56
5.7.1	Contact with and awareness of the services provided by Town and Parish Councils....	56
5.7.2	Satisfaction with the services provided by Parish or Town Councils.....	62
5.7.3	Residents' interest in contributing to a Neighbourhood Plan .....	65
6.	Conclusions.....	68
7.	Appendix.....	71

Project number:	SKILL02-6824
Title:	BFC Residents Survey 2014
Location:	S:\ProjectFiles\B\Bracknell_Forest_Council\STAKE02-6824_BFC_Residents_Survey_2014\Reports\BFC_Residents_Survey_2014_V3f.doc
Date:	05 December 2014
Report status:	Final Draft
Approved by:	Michael Fountain
Authors:	Miles Crosby & Michael Fountain
Comments:	<a href="mailto:miles.crosby@garesearch.co.uk">miles.crosby@garesearch.co.uk</a>

This research has been carried out in compliance with the International standard ISO 20252, (the International Standard for Market and Social research), The Market Research Society's Code of Conduct and UK Data Protection law

## Table of figures

Figure 1.	Profile of respondents by age, gender, ethnicity, and ward.....	11
Figure 2.	Profile of respondents by religion.....	12
Figure 3.	Profile of respondents by sexuality .....	12
Figure 4.	Influencing decisions in respondents' local area.....	13
Figure 5.	Influencing decisions in local area by age .....	14
Figure 7.	Influencing decisions in the local area by ward.....	15
Figure 8.	Participation in voluntary activities.....	16
Figure 9.	Frequency of voluntary activities amongst those who partake in them.....	16
Figure 10.	Participation in voluntary activities by age.....	17
Figure 11.	Participation in volunteering activities by Ward .....	18
Figure 12.	Satisfaction with the local area as a place to live .....	19
Figure 13.	Satisfaction with local area by ward .....	20
Figure 14.	Three best things about the Borough.....	21
Figure 15.	Three best things about the Borough by age.....	23
Figure 16.	Extent to which people from different backgrounds get on well together .....	24
Figure 17.	Social cohesion by ward.....	25
Figure 18.	Extent to which people treat each other with respect and consideration.....	26
Figure 19.	Respect and consideration by ward .....	27
Figure 20.	Frequency of using Council-provided services .....	28
Figure 21.	Monthly usage of Council provided services by age group .....	30
Figure 22.	Use of Council-provided services by ward .....	32
Figure 23.	Rating of satisfaction with specific Council services .....	33
Figure 24.	Rating of satisfaction with specific Council services excluding 'don't know'.....	34
Figure 26.	Mean rating of satisfaction with specific Council services by gender.....	37
Figure 27.	Mean rating of satisfaction with specific Council services by age .....	38
Figure 28.	Mean rating of satisfaction with specific Council services by ethnic group.....	41
Figure 29.	Overall satisfaction rating of the Council .....	44
Figure 30.	Perception of whether the Council offers value for money .....	46
Figure 31.	Satisfaction with Council and perceptions of value for money by ward .....	47
Figure 32.	Things the Council could do differently which would positively impact on Bracknell Forest .....	48
Figure 33.	Feeling of being informed about Council services .....	50
Figure 34.	Methods used and preferred for accessing Council/partner information.....	51
Figure 35.	Preference and use for receiving Council/partner information by age.....	53
Figure 36.	Access to home broadband internet connection .....	54
Figure 37.	Access to home broadband by ward .....	55
Figure 39.	Reasons for contacting Parish or Town Council.....	57
Figure 40.	Parish/Town Council adequacy in dealing with enquiries .....	59
Figure 41.	Reasons why Parish/Town Council enquiries were dealt with inadequately .....	59
Figure 42.	Understanding of the services provided by Parish/Town Councils locally .....	60
Figure 43.	Awareness and contact with Town/Parish Councils by Parish/Town Council area....	61
Figure 44.	Satisfaction with the services provided by Parish/Town Council .....	62
Figure 45.	Satisfaction with the services provided by Parish/Town Council by Parish .....	62
Figure 46.	Services provided by Parish/Town Council that are of particular value .....	63
Figure 47.	Services provided by Parish/Town Council that could be improved.....	64
Figure 48.	Proportion interested in contributing to a Neighbourhood Plan .....	65
Figure 49.	Interest in Neighbourhood Plan by ward .....	66
Figure 50.	How respondents might contribute to a Neighbourhood Plan .....	67

## I. Executive Summary

- Qa Research conducted 1,811 interviews via telephone and face-to-face interviewing between 24 September and 4 November 2014 on behalf of Bracknell Forest Council for the 2014 Bracknell Forest Residents' Survey.
- The resulting data was representative of the profile of Bracknell Forest and has been compared to that of the 2012 residents survey (also conducted by Qa) to examine trends over time. At the 95% confidence level, findings are accurate to within +/- 2.3%.

### Involvement and influence over local decisions

Respondents were asked how far they agreed or disagreed that they could influence decisions that affected their local area;

- Only two fifths (41%) agreed that they could influence decisions affecting their local area, an increase from 2012 (30%); half (49%) disagreed however
  - There was only minor variation by demographic subgroups and there is a general lack of agreement across the sample. Agreement was especially low in the wards of Binfield with Warfield (29%) and Wildridings and Central (27%).

Respondents were also asked about how often they gave unpaid help to groups, clubs or organisations over the past 21 months;

- The majority (72%) of respondents had not given any formal voluntary help over the last 12 months, and only one fifth (20%) participated in formal volunteering at least once a month. Although this is a significant decrease since 2012 (28% at least once a month), this is likely to be driven by a more representative sample in 2014, and the lower proportion of older respondents.

### Residents' attitudes towards their local area

Respondents were asked to rate their level of satisfaction with their local area as a place to live;

- The majority (87%) of respondents indicated that they were satisfied with their local area as a place to live, and only one-in-twenty (5%) indicated any degree of dissatisfaction. This has not changed since 2012.
- Respondents were more likely to feel satisfied with their local area if they...
  - ...agreed (93%) that they could influence decisions affecting their local area (disagreed: 81%).
  - ...agreed (91%) that their local area was a place where people from different backgrounds get on well together (disagreed: 73%).
  - ...agreed (93%) that the Council provides value for money (disagreed: 65%).
  - ...were satisfied (93%) with the way the Council runs things (dissatisfied: 64%).
- The most frequently mentioned best aspects that respondents said they liked about the borough continue to relate to access to green spaces (parks and open spaces (42%) and access to nature (30%)). Sports and leisure facilities were the third most mentioned aspects (16%)

Respondents also indicated the extent to which people from different backgrounds get on together, and to which people in their local area treat each other with respect and consideration;

- The majority (94%) of respondents agreed that their local area was a place where people from different backgrounds get on well together, and this has risen since 2012 (87%) and 2008 (82%)
  - The level of agreement was highest amongst those in the wards of Crowthorne (99%) and Crown Wood (99%).
- Only a small proportion (13%) of respondents indicated that the way people in their local area treated each other with respect and consideration was a problem, although this figure is essentially unchanged since 2012 (14%).
  - Around a fifth of respondents from Wildridings and Central (23%), Priestwood and Garth (22%), Great Hollands North (19%) and Great Hollands South (20%) felt that there was a problem with how people treated each other.

### **Use of and satisfaction with specific Council services**

Respondents were asked to indicate how often they used specific council services and rate their level of satisfaction with those services;

- The services most frequently used on a monthly basis continue to be recycling facilities (86%) and parks and open spaces (79%).
  - These were the top two most used services in every ward, with sport/ leisure facilities or Longshot Lane household waste recycling centre being third.
- Amongst those who gave a satisfaction rating, the services that the highest proportion of respondents were satisfied with were parks and open spaces (89%) and Longshot Lane household waste recycling centre (87%).
  - Satisfaction with services tended to be higher amongst female respondents, BME respondents, and older respondents.
- Satisfaction in almost all services had increased significantly since 2012.
  - The increase in satisfaction was greatest for youth services (20% to 49%), childcare services (32% to 52%), and social care services (37% to 53%). To some degree, this will be reflected in the higher proportion of younger respondents in the 2014 research.

### **Perceptions of the Council overall**

Respondents were asked to rate their satisfaction with the way that Bracknell Forest Council runs things;

- In total, almost two-thirds (65%) indicated that they were satisfied with the way the Council runs things, and only one-in-ten indicated that they were dissatisfied (11%). Satisfaction has increased significantly since 2012 (60%).
- Respondents were more likely to feel satisfied with the way the Council runs things if they...
  - agreed rather than disagreed that the Council provides value for money (87% vs. 16%)
  - agreed rather than disagreed that they can influence decisions affecting their area (81% vs. 52%)

Respondents then indicated how far they agreed that the Council provided value for money;

- The majority (59%) of respondents agreed that the Council provides value for money, and only one-in-ten (10%) disagreed. Agreement has increased significantly since 2012 (59% vs. 52%).

Respondents were then asked what they felt the Council could do differently which would have a positive impact within Bracknell Forest;

- In total, 72% suggested an improvement and the types of issues mentioned were in line with those mentioned in 2012.
- Respondents were most likely to make suggestions relating to the need to improve or change road maintenance or infrastructure (19%), and this has increased since 2012 (14%).
- Other frequently mentioned suggestions included improving communication with residents and acting on residents' concerns (15%) and to focus on regeneration of town centre (14%).

### **Communication with the Council**

Respondents indicated the extent to which they felt informed about the services and benefits the Council provides and the methods used to communicate with the Council;

- Two thirds (64%) of respondents felt well informed, and just under one third (31%) felt not informed; this is essentially unchanged since 2012.
- The three most common methods for accessing information about services provided by the Council and its partners were leaflets / partnership publications by post (56%), the Town and Country newsletter (47%) and local newspapers / radio (45%). Usage of these methods has decreased since 2012.
- Preference for receiving council communication online still outstrips usage, although usage has increased since 2012. Those aged 16-24 had the second lowest usage of online information services despite having by far the highest usage and preference for social media, suggesting that online methods currently used may not engage with this age group.

### **Contact and satisfaction with Town and Parish Councils**

Respondents were also asked about their contact with their Town and Parish Council, along with their awareness of the services they provide locally;

- The majority (80%) of respondents had not contacted their Parish or Town Council in the past 12 months; only just less than one fifth (18%) has done so. The level of contact has decreased since 2012, which may reflect the younger profile of respondents.
- A wide range of reasons led to contacting a Town or Parish Council and there was no single over-riding issue which drives contact.
- Where enquires were made, two thirds (63%) of respondents indicated that they were dealt with adequately. For the third (33%) whose enquires were not dealt with adequately this was generally due to the Council not acting to deal with the cause of the enquiry.
- Just over a third of respondents (35%) were aware of the local services provided by their Parish or Town Council, however the majority were still not aware (62%).

- The majority (84%) of respondents were satisfied with the services provided by their Parish or Town Council, and only a negligible proportion (3%) were dissatisfied. Sandhurst Town reported the highest satisfaction (89%) and Crowthorne Parish the lowest (77%).

Respondents were also asked about their interest in contributing to a Neighbourhood Plan;

- Only a minority of respondents (27%) indicated that they would be interested in the opportunity to participate in drawing up a Neighbourhood Plan in their area.
  - Male respondents (30%) and respondents aged 35-64 (35-44: 31%, 45-54: 31%, 55-64: 31%) were the most likely to be interested.
  - Respondents from Winkfield and Cranbourne (35%), Binfield with Warfield (34%), Crown Wood (34%) and Ascot (33%) had the highest level of interest in participating in drawing up a Neighbourhood Plan.

## Conclusions

1. The change in methodology has provided a more representative sample and findings that are more reflective of the views of the borough.
2. Residents continue to feel that Bracknell Forest is a good place to live and is getting better.
3. Around two-thirds expressed satisfaction with Bracknell Forest Council and the majority consider it provides value for money, with improvement in both measures recorded since 2012.
4. The services provided or supported by Bracknell Forest Council generate high levels of satisfaction overall, although there is the potential to improve some areas of service.
5. The majority of residents continue to feel at least fairly well informed about Council services, although there has been no improvement since 2012.
6. Contact with Parish or Town Councils continues to be minimal and has actually fallen since 2012.
7. Although those who were aware of the services provided by Parish and Town Councils were satisfied with them, awareness remains low and is possibly decreasing.

## 2. Introduction

The following report summarises and analyses the findings of the 2014 Bracknell Forest Residents' Survey. This survey was conducted by Qa Research (Qa) and undertaken between September and November 2014. It sought to provide data on residents' quality of life and their attitudes towards local public services, including the Council.

The report details the aims and objectives of the research, the methodology utilised to collect the data, and the key findings arising from the survey.

Bracknell Forest Council regularly undertakes consultation with residents to understand views on specific local services and priorities for the local area. This iteration of the Residents' Survey follows the 2012 survey (also conducted by Qa), and where appropriate comparisons are made between the findings in 2014 and those in 2012. Note that comparisons between the 2014 data and data collected prior to 2012 have not been made in this report due to a methodological change, which is outlined in Section 4 below.

## 3. Aims and objectives

The survey was designed to gather the views of a representative sample of Bracknell Forest residents on a variety of issues relating to the Council, as well as attitudes towards Bracknell Forest as a place to live and work.

It was also intended to provide data that was, as far as possible, comparable to that collected in previous years so that comparisons could be made.

The main objectives of the research were therefore;

- To carry out a survey amongst a representative sample of Bracknell Forest residents, that provides robust data that can be compared over time
- To provide a methodology which encourages residents from all demographic groups to give their views in a cost-effective way
- To provide a robust sample of respondents from each of the 18 wards in Bracknell Forest.

In addition, one of the main objectives of the 2014 survey was as follows;

- To migrate the research from a postal based survey made available to all households in the borough, to a sample survey undertaken over the telephone, while at the same time ensuring that data are comparable year-on-year.

This report details findings from the 2014 research.



## 4. Methodology

Qa Research (Qa) was commissioned to undertake the 2014 Bracknell Forest Residents' Survey, and it was decided early on that there were two potential options for the data collection methodology. These were;

- A large scale postal survey, distributed to approximately 48,000 households in line with the method used to undertake the 2012 survey
- A sample survey of 1,800 respondents conducted over the telephone, with quotas to ensure a representative sample.

There were advantages to using both methods. The postal survey would give a larger overall sample and greater potential scope for analysis by sub-group. It would also allow maximum comparability with the data from 2012 as the method would be the same. However, this method offers no guarantee of a representative sample as self-completion surveys of this type are inherently self-selecting. This can be seen in the 2012 survey, where respondents aged over 55 were overrepresented and those aged 16-24 were underrepresented.

In contrast, a sample survey would provide a more representative sample at the overall level, by the use of quotas applied throughout the fieldwork process in order to ensure the achieved sample reflects the demographic profile of the borough. Crucially, a sample survey would allow the collection of much more descriptive and robust data despite the smaller sample size.

Consequently, a sample survey methodology was ultimately chosen for the 2014 survey, and this was carried out as a telephone survey using a CATI (Computer Aided Telephone Interviewing) approach.

The questionnaire used was based largely on the 2012 survey, albeit with some additional questions added and the language of some questions changed to be better communicated over the telephone. The questionnaire is provided as an annexe to this report.

The majority of questions within the survey were of a closed format; however there were a number of open questions. Verbatim responses to the open questions were 'coded' into various themes and groups of a similar nature, and subsequently reported upon in an aggregated format. Where this has occurred in the following report it has been highlighted.

The interviewing period ran from 24 September to 4 November 2014, and CATI calls were made from Qa's in-house contact centre in York. Qa purchased a database of random telephone numbers in Bracknell Forest with which to make the calls, as well as a targeted database of younger and BME respondents in order to boost the response from these demographic groups. Quotas were set on ward, age, gender, and ethnicity to ensure the final sample was representative.

As the CATI calls progressed it became clear that BME groups were underrepresented in the sample and that recruiting these respondents over the telephone was more challenging than anticipated. In order to ensure a better response rate from this demographic group, several days of face-to-face interviewing took place on-street at various locations through the borough to boost the number of completions from BME respondents.

At end of the fieldwork period a total of 1,811 surveys had been completed, of which 1,699 were CATI interviews and 112 face-to-face interviews. Telephone and face-to-face surveys have been combined into a single data set for analysis and all are included in this report.

Corrective weighting was applied to the data in order to ensure it was representative of the profile of Bracknell Forest. The weighting was applied to achieve the following;

- To re-align the proportion of interviews undertaken in each ward to the correct proportions – this was in response to the deliberate over and under-sampling of each ward which was designed to achieve around 100 interviews in each
- The demographic profile of each ward was weighted by age (16-29, 30-59, 60+), gender and ethnicity (White: English/Welsh/Scottish/Northern Irish/British, BME) to ensure it matched the profile outlined in the 2011 Census
- The overall profile was weighted again by age (16-29, 30-59, 60+), gender and ethnicity (White: English/Welsh/Scottish/Northern Irish/British, BME) to ensure it matched the profile outlined in the 2011 Census.

The data was analysed as overall (frequency) results and a series of cross tabulations created to explore any relationship between responses and age, gender, employment status, location and other factors. We have reported throughout where any significant statistical differences appear from our analysis of the data by various cross-tabulations. The key findings presented are statistically significant unless indicated otherwise. Using statistical rules, we can be 95% confident that our research findings have a potential variance of no more than plus or minus 2.3% from the figure shown. These standards specifically apply to 'confidence levels'. An explanation is provided below:

#### **Confidence levels:**

This indicates how representative findings are of the resident body as a whole. In this instance we have used 95% confidence levels – or put more simply– this requires that the chances of the sample group reflecting the wider resident population will be 95 out of 100. The confidence level is essentially a fixed value which must be looked at in conjunction with standard error.

The results are highlighted using a combination of charts and tables. In some instances responses to ordinal questions (such as satisfaction scales) have been combined to aid interpretation. Where this has occurred it has been highlighted within the report. Similarly, on some occasions responses have been converted into average (mean) scores.

#### **Year-on-year comparisons;**

Throughout this report comparisons are made between the data from the 2014 Residents' Survey and the 2012 iteration of the survey. These are highlighted in a blue box.

As previously outlined, there are key methodological differences between the 2014 and 2012 surveys and indeed between the 2014 survey and previous Residents' Surveys such as the Neighbourhood Survey and the Place Survey. Specifically, due to the self-selecting nature of a postal survey the data from 2012 is not representative of the demographic profile of the borough, with older respondents and female respondents being overrepresented at the expense of younger and male respondents. In contrast, the 2014 data provides a more representative sample of the borough's residents, despite the smaller overall sample size.

Therefore, year-on-year comparisons in this report have been limited to comparing 2014 data with 2012 data and where comparisons are made, the report details how any differences can be explained by differences in the respective sample profiles of the two surveys.

## 5. Key findings

### 5.1 Demographic profile of respondents

The following table breaks down the profile of respondents by age, gender, ethnicity and ward. The profile is compared to the most recent Census data for adults (aged 16 years and above) alongside the demographic profile of respondents to the 2012 survey.

As described in the methodology section (Section 4), the 2014 data has been weighted to ensure it is representative of the demographic profile of Bracknell Forest. Throughout this report, percentages and means reported from the 2014 data are based on the weighted data.

**Figure 1. Profile of respondents by age, gender, ethnicity, and ward**

	Census profile 2011 (16+ population only)		Respondent profile 2014 (Unweighted)		Respondent profile 2014 (Weighted)		Respondent profile 2012	
	Count	%	Count	%	Count	%	Count	%
<b>Age</b>								
16-24	11,972	13%	188	10%	233	13%	41	1%
25-44	34,352	38%	468	26%	484	27%	1,162	21%
45-54	17,092	19%	461	25%	439	24%	943	17%
55-64	12,180	14%	397	22%	377	21%	1,060	19%
65+	14,147	16%	297	16%	278	15%	1,950	36%
Missing	-	-	-	-	-	-	290	5%
<b>Gender</b>								
Male	44,092	49%	880	49%	890	49%	2,292	42%
Female	45,651	51%	931	51%	921	51%	3,001	55%
Missing	-	-	-	-	-	-	153	3%
<b>Ethnicity</b>								
White	76,853	85%	1588	88%	1539	85%	4,590	84%
Black and minority ethnic	12,890	14%	209	12%	258	14%	183	3%
Missing	-	-	14	1%	14	1%	673	12%
<b>Ward</b>								
Ascot	4,435	5%	100	6%	89	5%	344	6%
Binfield with Warfield	6,881	8%	104	6%	139	8%	352	6%
Bullbrook	4,774	5%	104	6%	96	5%	225	4%
Central Sandhurst	4,061	5%	90	5%	82	5%	188	3%
College Town	5,090	6%	100	6%	103	6%	157	3%
Crown Wood	6,280	7%	99	5%	127	7%	318	6%
Crowthorne	4,247	5%	100	6%	86	5%	200	4%
Great Hollands North	4,335	5%	95	5%	87	5%	213	4%
Great Hollands South	3,992	4%	100	6%	81	4%	250	5%
Hanworth	6,489	7%	102	6%	131	7%	382	7%
Harmans Water	6,288	7%	105	6%	127	7%	314	6%
Little Sandhurst & Wellington	4,532	5%	96	5%	91	5%	204	4%
Old Bracknell	4,402	5%	97	5%	89	5%	204	4%
Owlsmoor	4,081	5%	100	6%	82	5%	170	3%
Priestwood & Garth	6,054	7%	103	6%	122	7%	247	5%
Warfield Harvest Ride	6,053	7%	118	7%	122	7%	301	6%
Wildridings & Central	3,764	4%	101	6%	76	4%	176	3%
Winkfield & Cranbourne	3,985	4%	97	5%	80	4%	151	3%
Missing	-	-	-	-	-	-	1,050	19%
<b>Total</b>	<b>89,743</b>		<b>1,811</b>		<b>1,811</b>		<b>5,446</b>	

All 2011 census figures are based on the adult (aged 16 and over) population only

Unlike the data from 2012, in which females, white, and older respondents are overrepresented, the 2014 data is much closer to the profile of Bracknell Forest – one of the key aims for the change of methodology.

There has been a particular rise in representation of the youngest age group (16-24) and Black and minority ethnic (BME) respondents, even before the weighting of the data increased the proportion of those groups in the sample.

The table below shows the profile of respondents by religious beliefs.

**Figure 2. Profile of respondents by religion**

	Census profile 2011 (16+ population only)		Respondent profile 2014 (Unweighted)		Respondent profile 2014 (Weighted)		Respondent profile 2012	
	Count	%	Count	%	Count	%	Count	%
None	24,459	27%	592	33%	616	34%	857	16%
<b>Net: Any religion/belief</b>	<b>65,284</b>	<b>73%</b>	<b>1,219</b>	<b>67%</b>	<b>1,194</b>	<b>66%</b>	<b>2,892</b>	<b>53%</b>
Christian (all denominations)	55,691	62%	1,024	57%	994	55%	2,732	50%
Buddhist	678	1%	10	1%	14	1%	22	<1%
Hindu	1,331	1%	32	2%	26	1%	26	<1%
Muslim	884	1%	20	1%	26	1%	12	<1%
Sikh	345	<1%	4	<1%	4	0%	8	<1%
Jewish	154	<1%	5	<1%	5	0%	10	<1%
Other	445	<1%	83	5%	85	5%	82	2%
Missing	5,756	6%	41	2%	40	2%	1,697	31%
<b>Total</b>	<b>89,743</b>		<b>1,811</b>		<b>1,811</b>		<b>5,446</b>	

All 2011 census figures are based on the adult (aged 16 and over) population only

The following table describes the sexual orientation of respondents. There is no comparative data in the 2011 Census, as that survey does not collect this information.

**Figure 3. Profile of respondents by sexuality**

	Census profile 2011 (16+ population only)		Respondent profile 2014 (Unweighted)		Respondent profile 2014 (Weighted)		Respondent profile 2012	
	Count	%	Count	%	Count	%	Count	%
Heterosexual/ straight	-	-	1,710	94%	1,707	94%	3530	65%
Gay man	-	-	2	<1%	3	<1%	19	<1%
Lesbian/ gay women	-	-	4	<1%	5	<1%	10	<1%
Bisexual	-	-	8	<1%	9	1%	10	<1%
Prefer not to say	-	-	87	5%	86	5%	1877	34%
<b>Total</b>	<b>89,743</b>		<b>1,811</b>		<b>1,811</b>		<b>5,446</b>	

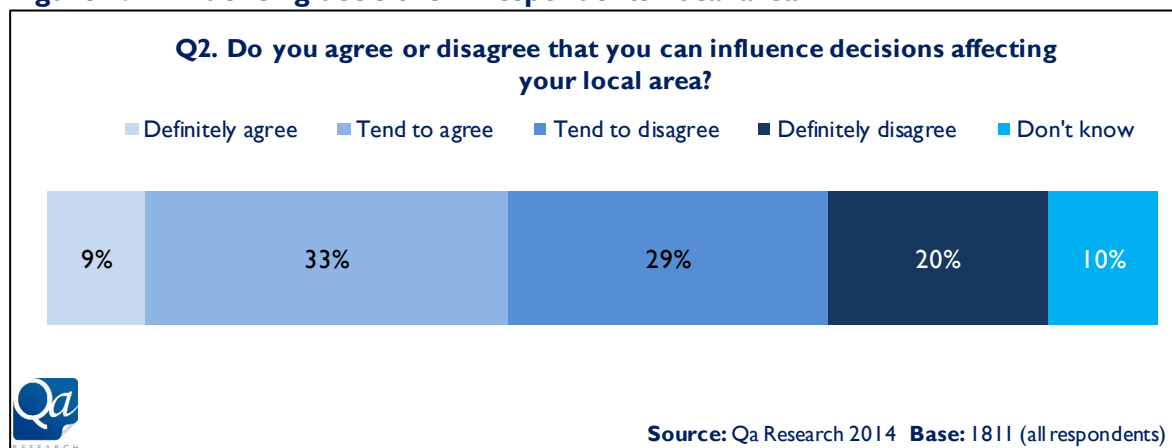
## 5.2 Involvement and influence over local decisions

In this section of the report, residents' attitudes towards their ability to influence the decisions made in their local area are explored. It also looks at the level of involvement in voluntary activities.

### 5.2.1 Ability to influence decisions affecting the local area

Respondents were asked how far they agreed or disagreed that they could influence decisions affecting their local area. The results are shown in the chart below;

**Figure 4. Influencing decisions in respondents' local area**



Half (49%) of respondents disagreed that they could influence decisions affecting their local area (Net: 'tend to disagree' (29%), 'definitely disagree' (20%)), compared to only two fifths (41%) who agreed that they could (Net: 'tend to agree' (33%), 'definitely agree' (9%)).

#### Comparison to 2012;

Positively, the proportion of residents who agreed that they could influence decisions affecting their local area has increased significantly since 2012; then, only one third (30%) agreed that they could have an influence compared to two fifths (41%) in 2014.

Note, that this increase has not been driven by a reduction in the proportion of residents who disagree that they can influence decisions, as this figure has decreased only marginally since 2012 (49% vs. 53%). Instead, the increase in agreement comes from a decrease in the proportion saying 'don't know' (10% vs. 17%).

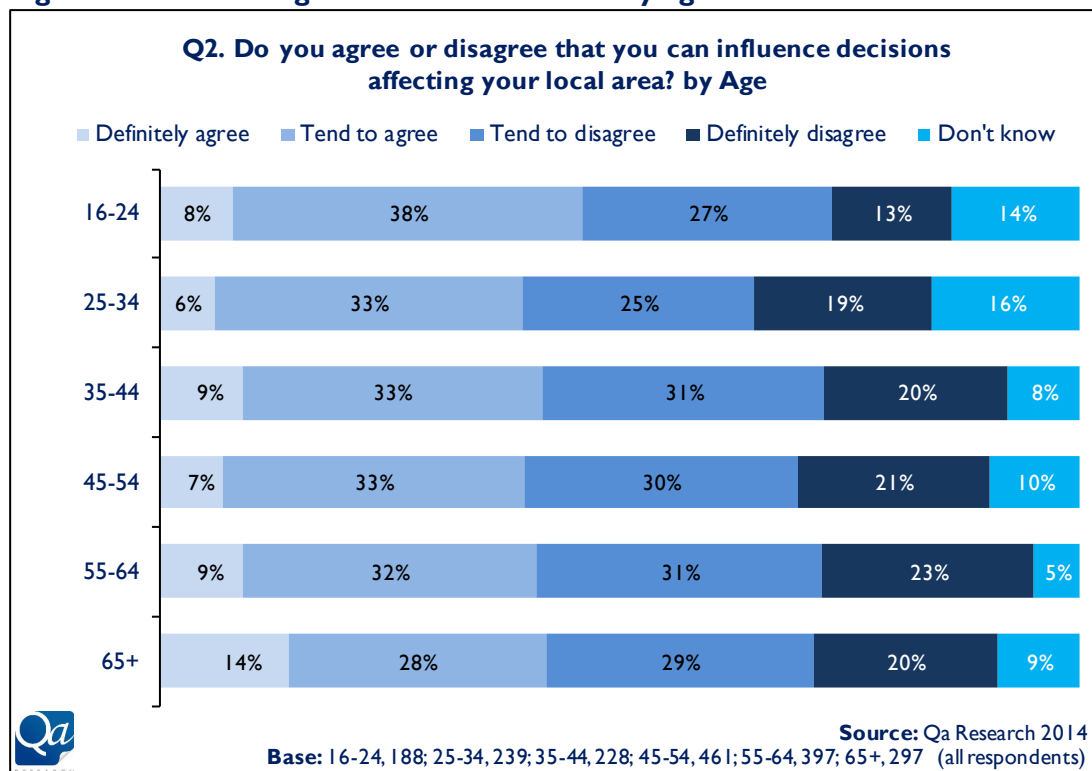
#### Demographic differences

White British respondents were more likely to disagree (50%) that they could influence decisions than those from BME backgrounds (43%). This does not mean that that BME respondents were more likely to agree, however, and in fact the proportion of BME respondents who said they agreed (36%) was lower than that the proportion of White British respondents (42%).

Instead, the lower level of both agreement and disagreement amongst BME respondents seems to come from the significantly greater proportion of this group that say 'don't know' (21%) compared to White British respondents (8%). This may suggest a lack of awareness amongst the BME group about how they could influence decisions that affect their local area.

There was some significant variation between the level of agreement by age groups, and this is shown in the chart below;

**Figure 5. Influencing decisions in local area by age**

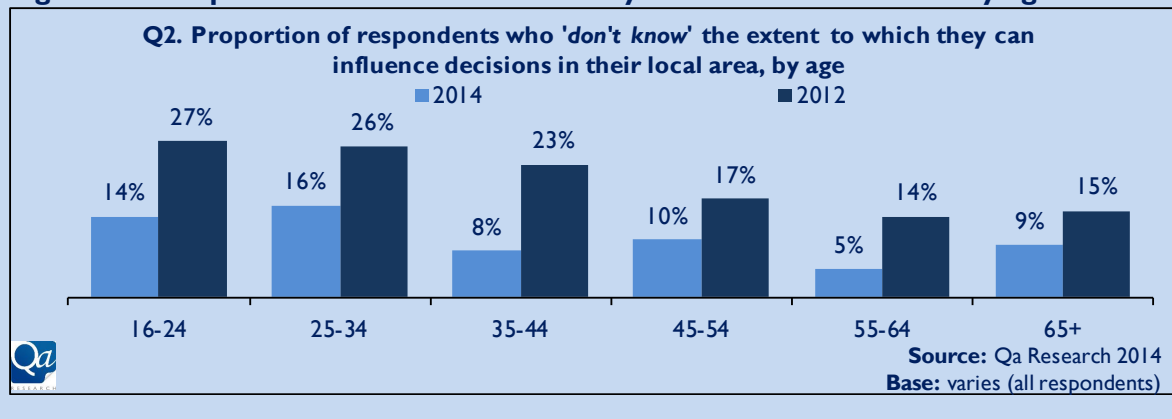


Respondents aged 35 and over were significantly more likely to *disagree* that they could influence decisions (35-44: 51%, 45-54 50%, 55-64: 54%, 65+ 49%) than those aged 16-24 (40%). There was, however, no significant difference by age in the proportion of respondents who *agreed* that they could influence decisions (despite some variation in this figure).

**Comparison to 2012;**

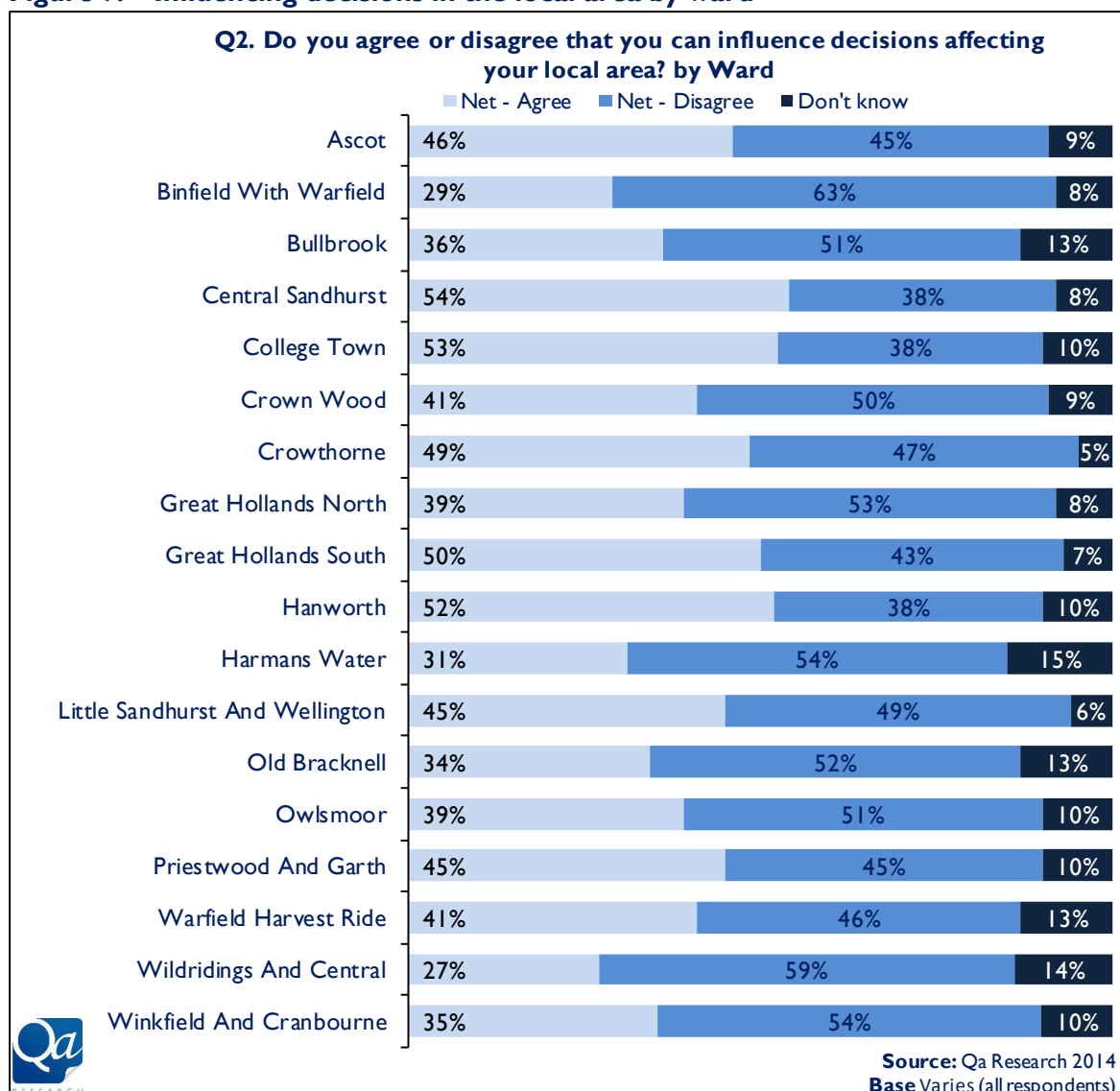
The data from 2014 stands in contrast to that of 2012, where generally the older the respondent the more likely they were to agree that they could influence decisions in their area. This was not true in 2014, and there is some evidence to suggest the opposite might now be true. The differences may be due to the lower proportion saying 'don't know' in 2014 and the differences amongst all age groups is shown in the chart below;

**Figure 6. Proportion who 'don't know' if they can influence decisions by age**



Differences in opinion by ward are shown in the chart below

**Figure 7. Influencing decisions in the local area by ward**

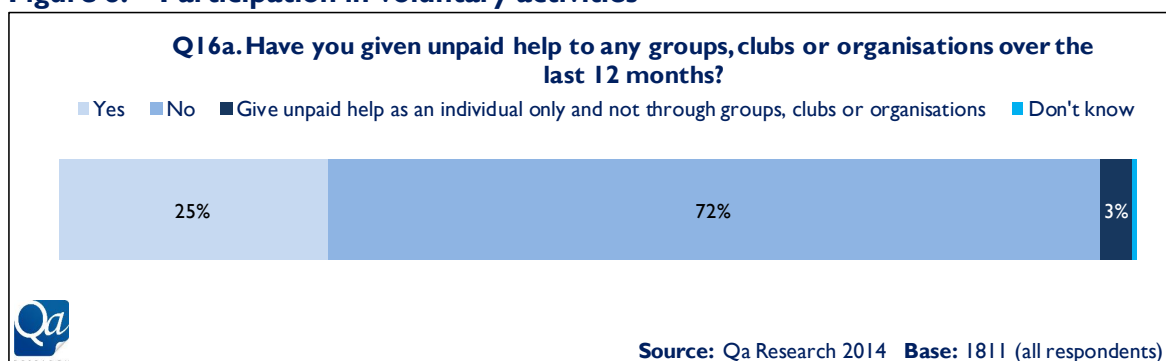


Agreement was highest in Central Sandhurst (54%), College Town (53%), Hanworth (52%), Great Hollands South (50%), and Crowthorne (49%); it was lowest in Binfield with Warfield (29%) and Wildridings and Central (27%).

## 5.2.2 Involvement in volunteering activities

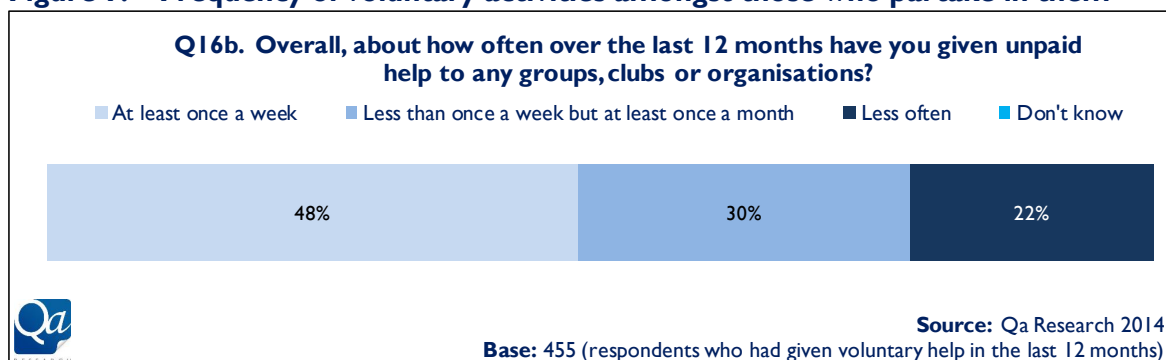
Respondents were asked if they had given any unpaid help to any groups, clubs, or organisations over the previous 12 months. Results are shown in the chart below;

**Figure 8. Participation in voluntary activities**



The majority (72%) of respondents had not given any voluntary help with any groups, clubs, or organisations over the last 12 months. The one quarter (25%) who had given unpaid help were asked how often this was;

**Figure 9. Frequency of voluntary activities amongst those who partake in them**



Amongst those who had given voluntary help, half (48%) did so 'at least once a week', and another third (30%) did so 'less often than once a week but at least once a month'. This means that three quarters (78%) of respondents volunteer at least once a month; at an overall level (including those who do not volunteer) this represents one fifth (20%) of the total sample.

### Comparison to 2012;

The represents a significant decrease since 2012, when over one quarter (28%) overall indicated they had given unpaid help at least once a month. However it important to consider that older ages groups were overrepresented in the 2012 data; these groups are significantly more likely to volunteer at least once a month than younger age groups (see analysis on the following page), and so this may have overinflated the volunteering figure from 2012.

The proportion of respondents giving voluntary help at least once a month can also be compared to national data. The Community Life Survey, a major national survey capturing views on issues for supporting strong communities, found that 29% of respondents undertook formal volunteering in 2012-13 and 27% in 2013-14<sup>1</sup>. This suggests that not only has the rate of formal volunteering declined within Bracknell Forest, but it has declined more rapidly than the national average.

<sup>1</sup> <https://www.gov.uk/government/statistics/community-life-survey-2013-to-2014-data>



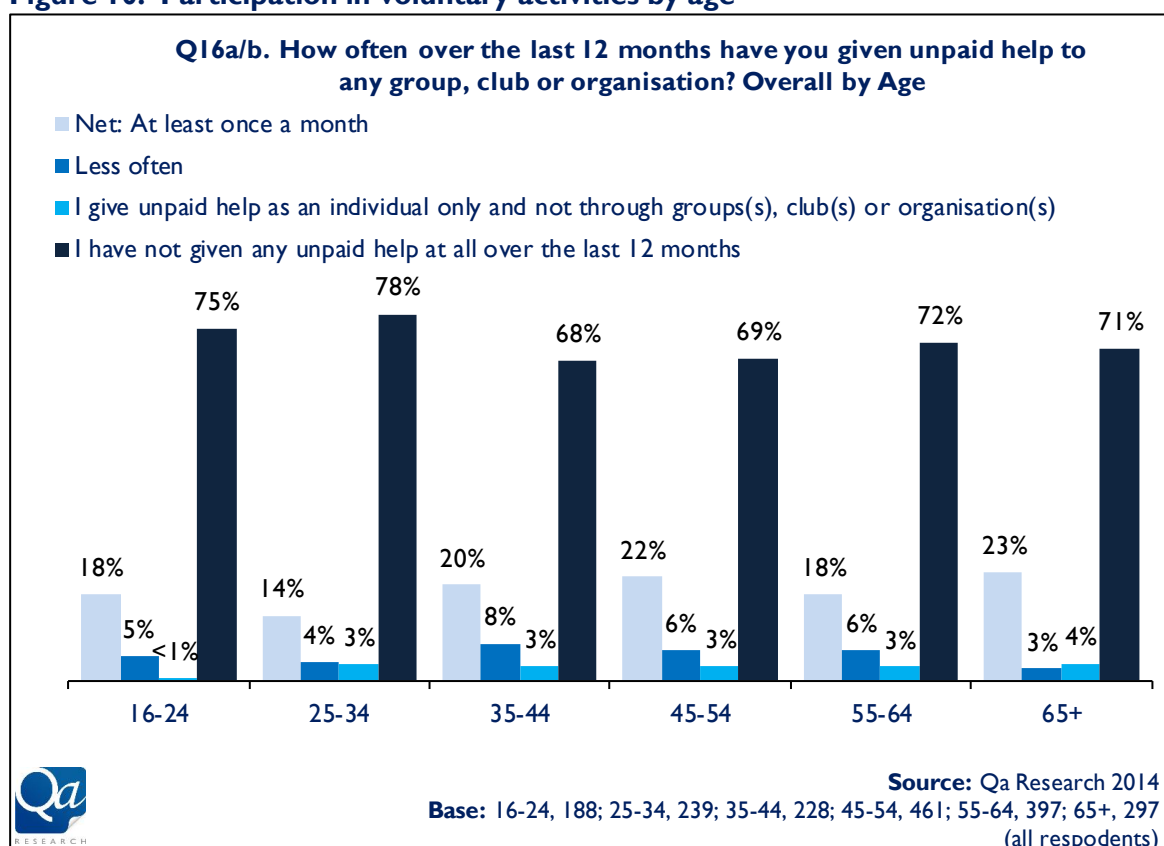
## Demographic differences

There were no statistical differences between the proportion of male and female respondents who had given unpaid help over the last 12 months.

White British respondents were significantly more likely to volunteer (26%) than those from BME backgrounds however (17%).

There was also variation in the level of volunteering based on the age of respondents. The chart below shows variation in the proportion of respondents volunteering at least once a month (as a percentage of all respondents), as well as those who undertake informal volunteering and those who did not volunteer, split out by age;

**Figure 10. Participation in voluntary activities by age**



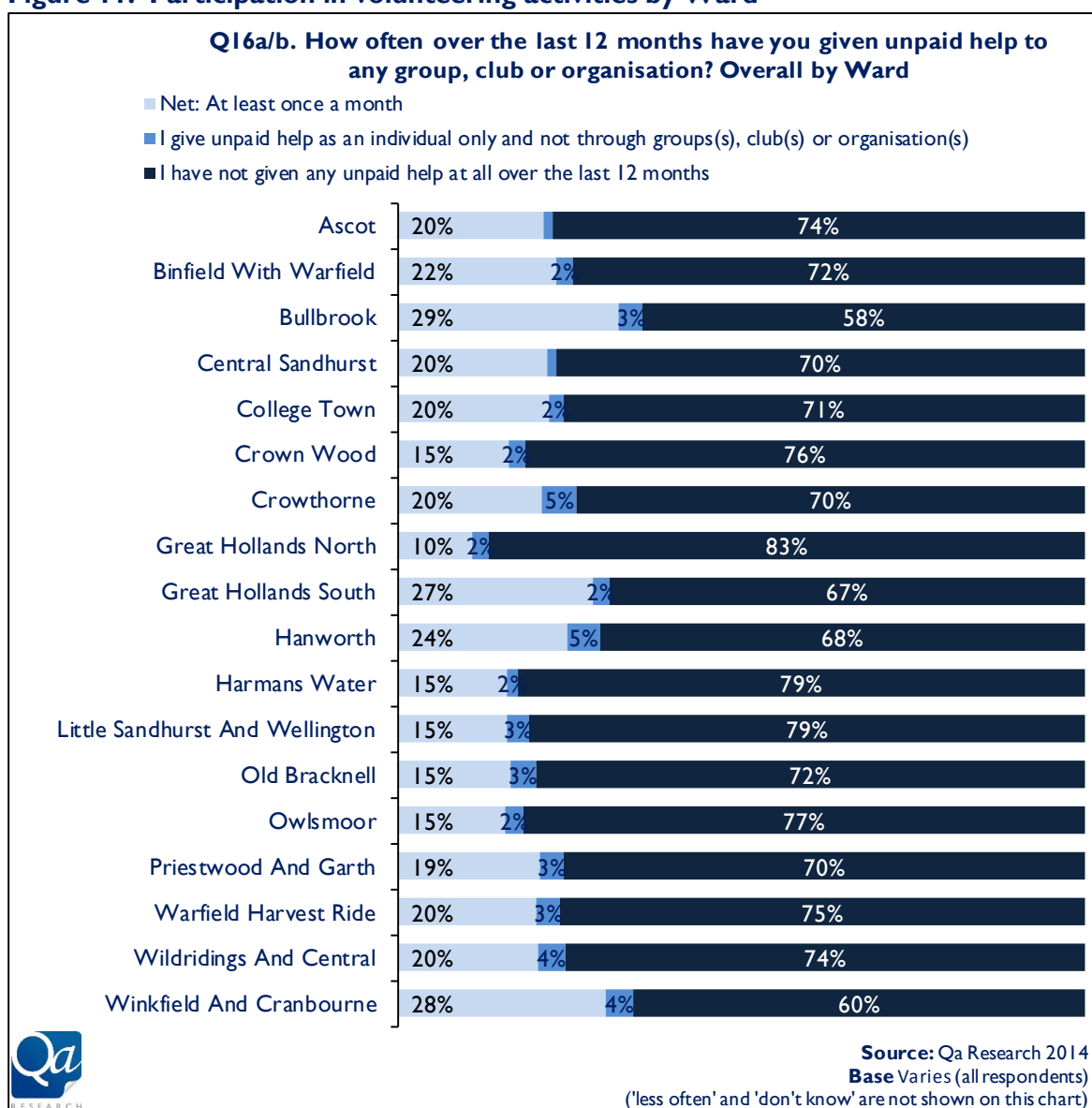
The proportion of those volunteering at least once a month is highest amongst respondents aged 65 and over (23%) and is lowest amongst those aged 25-34 (14%).

### Comparison to 2012;

These are the same highest and lowest age groups as in 2012. However, the proportion volunteering has decreased for both. Previously, 31% of those aged 65 and over and 18% of those aged 25-34 volunteered at least once a month. Indeed, the proportion of respondents volunteering has decreased across all age groups rather than just certain groups.

The chart below shows variation in the proportion of respondents volunteering at least once a month (as a percentage of all respondents), as well as those who undertook informal volunteering and those who did not volunteer, stratified by ward;

**Figure 11. Participation in volunteering activities by Ward**



The wards with the highest proportion of respondents volunteering at least once a month were Bullbrook (29%), Winkfield and Cranbourne (28%) and Great Hollands South (27%). The proportion of respondents in the ward that was aged 65 and over was higher than the borough average (15%) in Bullbrook (21%) and Winkfield and Cranbourne (29%), and this may explain why the rate of regular volunteering was higher in these wards. This was not true of Great Hollands South however (17% aged 65+).

The level of regular volunteering was lowest in Great Hollands North (10%).

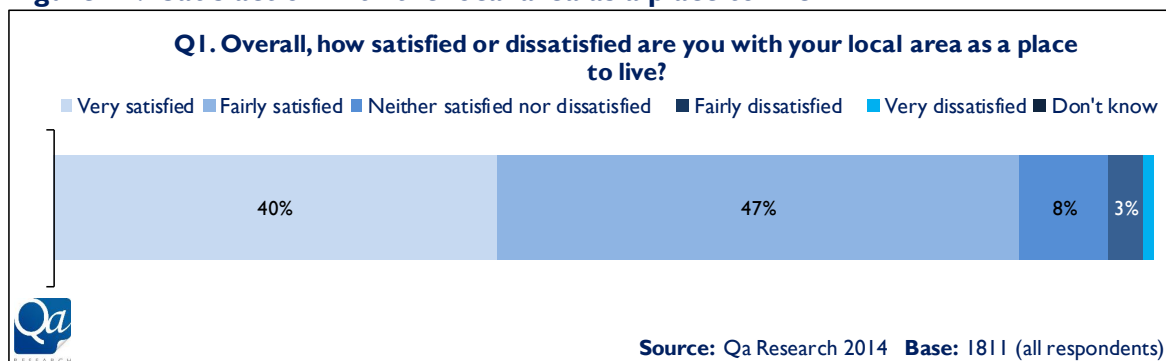
## 5.3 Residents' attitudes towards their local area

The survey captured a variety of information on respondent satisfaction with services in their local area and their local area itself. In addition, respondents were asked to indicate their use of the various services provided by the Council.

### 5.3.1 Satisfaction with local area

Respondents were asked to indicate their level of satisfaction with their local area as a place to live. The following chart highlights the results.

**Figure 12. Satisfaction with the local area as a place to live**



In total, the majority indicated that they were satisfied with their local area as a place to live, with 87% indicating that they were either 'very satisfied' or 'fairly satisfied'. Notably, respondents were more likely to say they were 'fairly satisfied' rather than 'very satisfied' (47% vs. 40%).

Only one-in-twenty (5%) indicated any degree of dissatisfaction.

Respondents were more likely to feel satisfied with their area if they agreed rather than disagreed that they could influence decisions affecting their local area (93% vs. 81%) and if they agreed rather than disagreed that their local area 'is a place where people from different backgrounds get on well together' (91% vs. 73%).

Additionally, respondents were generally more inclined to feel satisfied with their local area if they agreed rather than disagreed that the Council provides value for money (93% vs. 65%) and if they were satisfied rather than dissatisfied with the way the council runs things (93% vs. 64%).

#### **Comparison with 2012;**

No significant difference in the proportion of respondents indicating that they feel satisfied with their local area was recorded in 2014 compared to 2012 (87% vs. 85%).

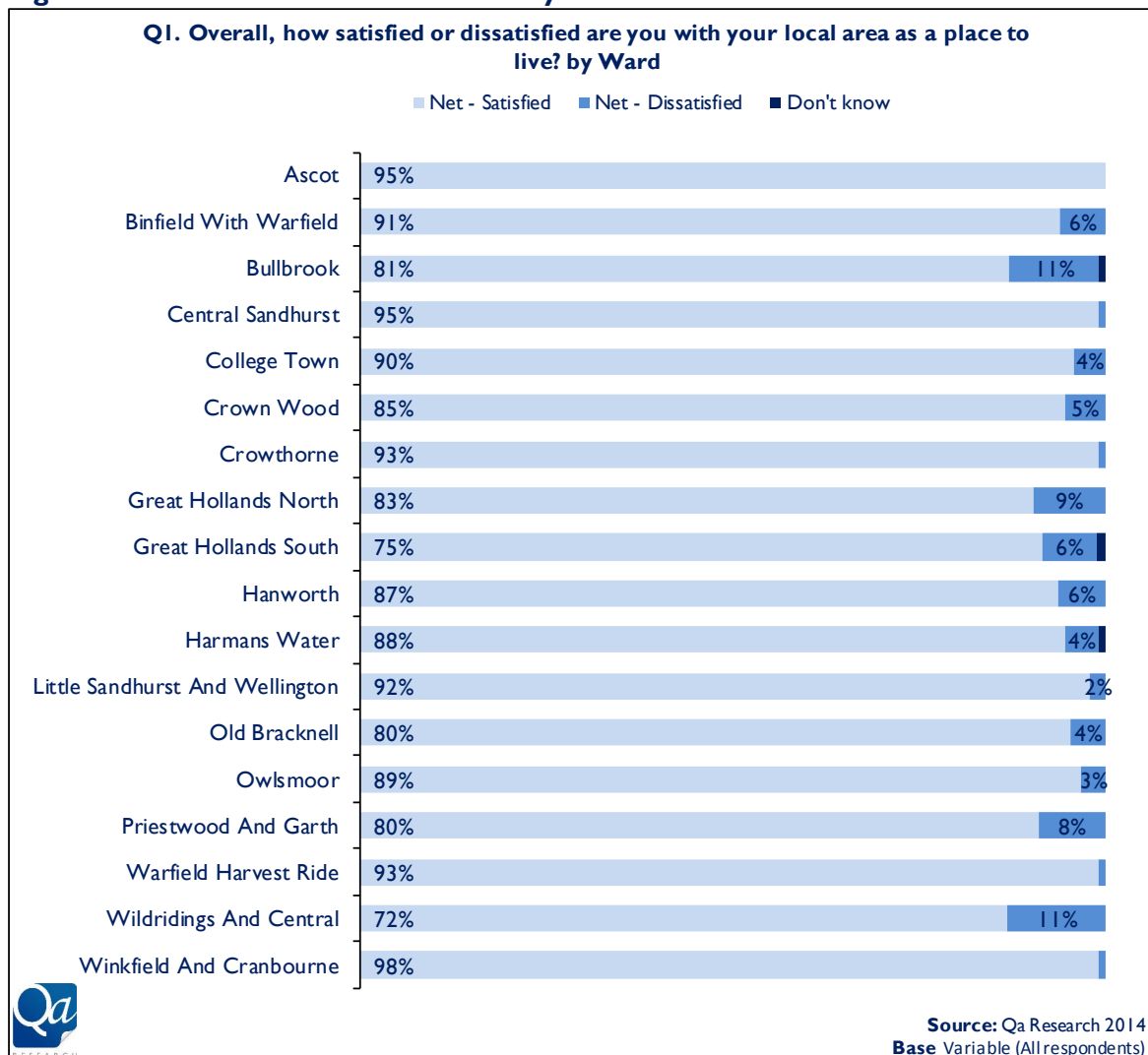
#### **Demographic differences**

Generally, respondents of all age groups were satisfied with their local area, although this was significantly higher amongst those aged 35-44 when compared to the other age groups (16-24: 85%, 25-34: 84%, 35-44: 93%, 45-54: 89%, 55-64: 86%, 65+: 87%).

No other significant differences were recorded between different demographic groups.

Some differences were also apparent between respondents from each ward and these are shown below (note that this chart excludes those saying 'neither satisfied nor dissatisfied');

**Figure 13. Satisfaction with local area by ward**



Specifically, satisfaction was highest amongst respondents in the wards of Winkfield and Cranbourne (98%), Ascot (95%), Central Sandhurst (95%), Warfield Harvest Ride (93%) and Crowthorne (93%); it was lowest in Wildridings and Central (72%) and Great Hollands South (75%).

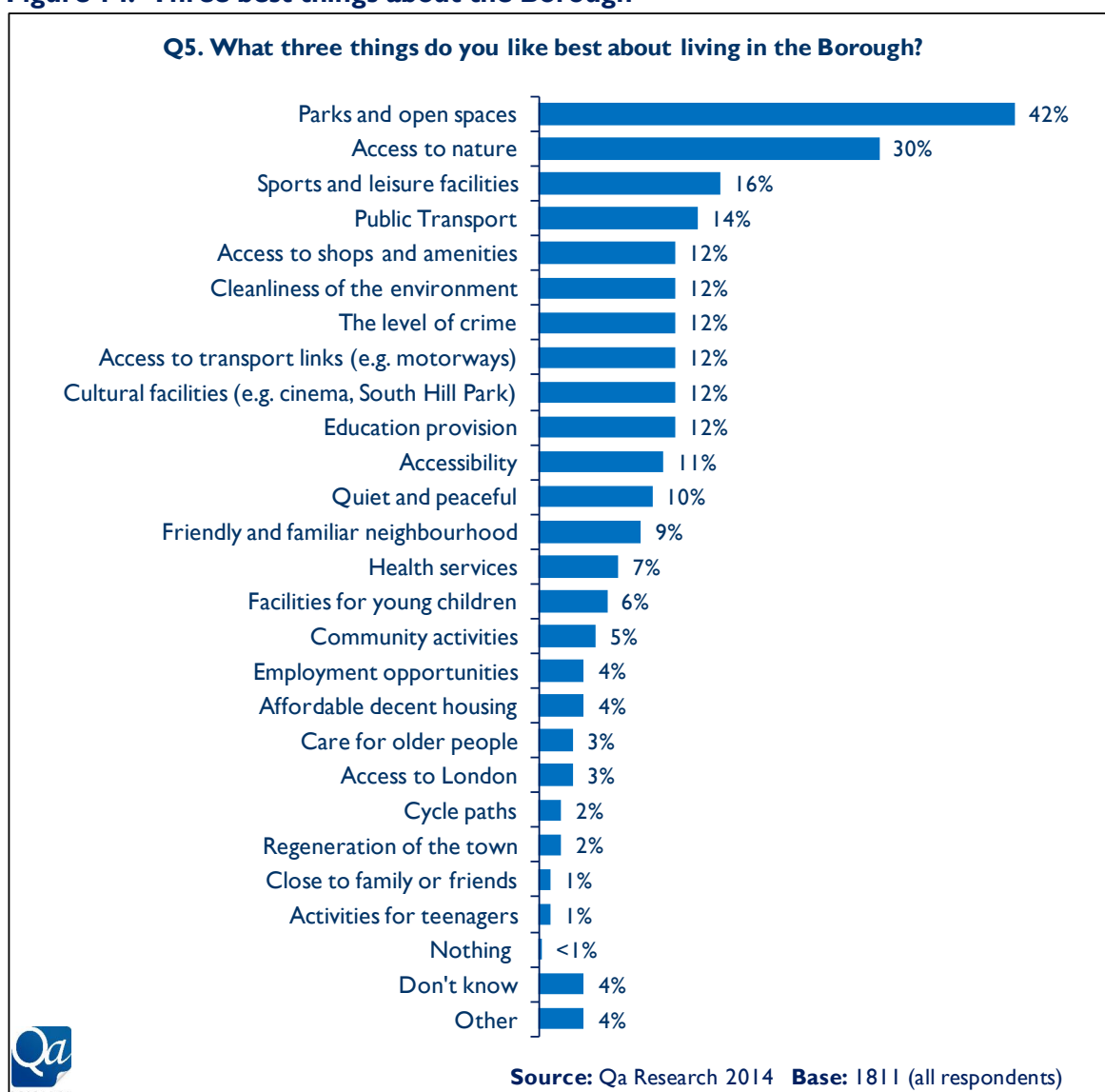
It should be noted that around one-in-ten respondents indicated that they were dissatisfied in Wildridings and Central (11%) and also in Bullbrook (11%).

When satisfaction levels are analysed by parish, it is those living in Bracknell Town who were the least satisfied (81%) when compared to residents in the parishes of Binfield (90%), Sandhurst Town (91%), Crowthorne (93%), Warfield (94%) and Winkfield (95%).

### 5.3.2 Perception of the best things about the Borough

Respondents were asked to indicate the three things they liked best about living in the Borough and the following chart displays the results. This was an entirely spontaneous question and respondents were not prompted with answers.

**Figure 14. Three best things about the Borough**



Here, the two most frequently mentioned aspects of the borough related to access to green spaces particularly 'parks and open spaces' (42%) and 'access to nature' (30%).

A range of other things were mentioned by just over one-in-ten residents indicating that there are many aspects of living in the borough that residents are pleased with and the highest of these were 'sports and leisure facilities' (16%) and 'public transport' (14%). Additionally, respondents talked about a wide-range of other aspects of the borough, ranging from local infrastructure such as 'access to shops and amenities' (12%) and 'access to transport links (e.g. motorways)' (12%) and also environmental factors such as 'cleanliness of the environment' (12%) and that it is 'quiet and peaceful' (10%).

More fundamental features of the borough were also mentioned by around one-in-ten respondents including 'the level of crime' (12%) and 'education provision' (12%).

### **Comparison with 2012;**

It is important to note that the change in methodology between 2012 and 2014 has an impact on how this question was asked. In 2012 when the survey was a paper self-completion survey, a list of possible answers was provided to help prompt respondents. In the 2014 telephone interview no prompting was given by the interviewers. Consequently, direct comparisons between the year-on-year findings should be treated with caution.

However, it is clear that access to green spaces is important to the residents of the borough as the two most frequently mentioned aspects in 2012 were 'parks and open spaces' (58%) and 'access to nature' (50%).

### **Demographic differences**

The most frequently mentioned aspect amongst both males and females was 'parks and open spaces' (38% and 46% respectively), but some differences between the genders were recorded. Generally, females were more likely than males to mention aspects relating to children including 'education provision' (15% vs. 9%) and 'facilities for young children' (8% vs. 4%).

In contrast, males were more likely to mention 'sports and leisure facilities' (18% vs. 14%), 'access to transport links (e.g. motorways)' (14% vs. 10%) as well as 'access to London' (4% vs. 2%) and 'accessibility' more generally (12% vs. 9%).

Some differences between BME and White British respondents were also apparent,. Although to a degree these reflect the fact that BME respondents were generally younger. Consequently, BME respondents were significantly more likely to mention 'education provision' (24% vs. 10%) and 'facilities for young children' (10% vs. 5%). However, they were also more likely to mention 'the level of crime' (23% vs. 11%), 'health services' (12% vs. 6%) and 'employment opportunities' (8% vs. 3%).

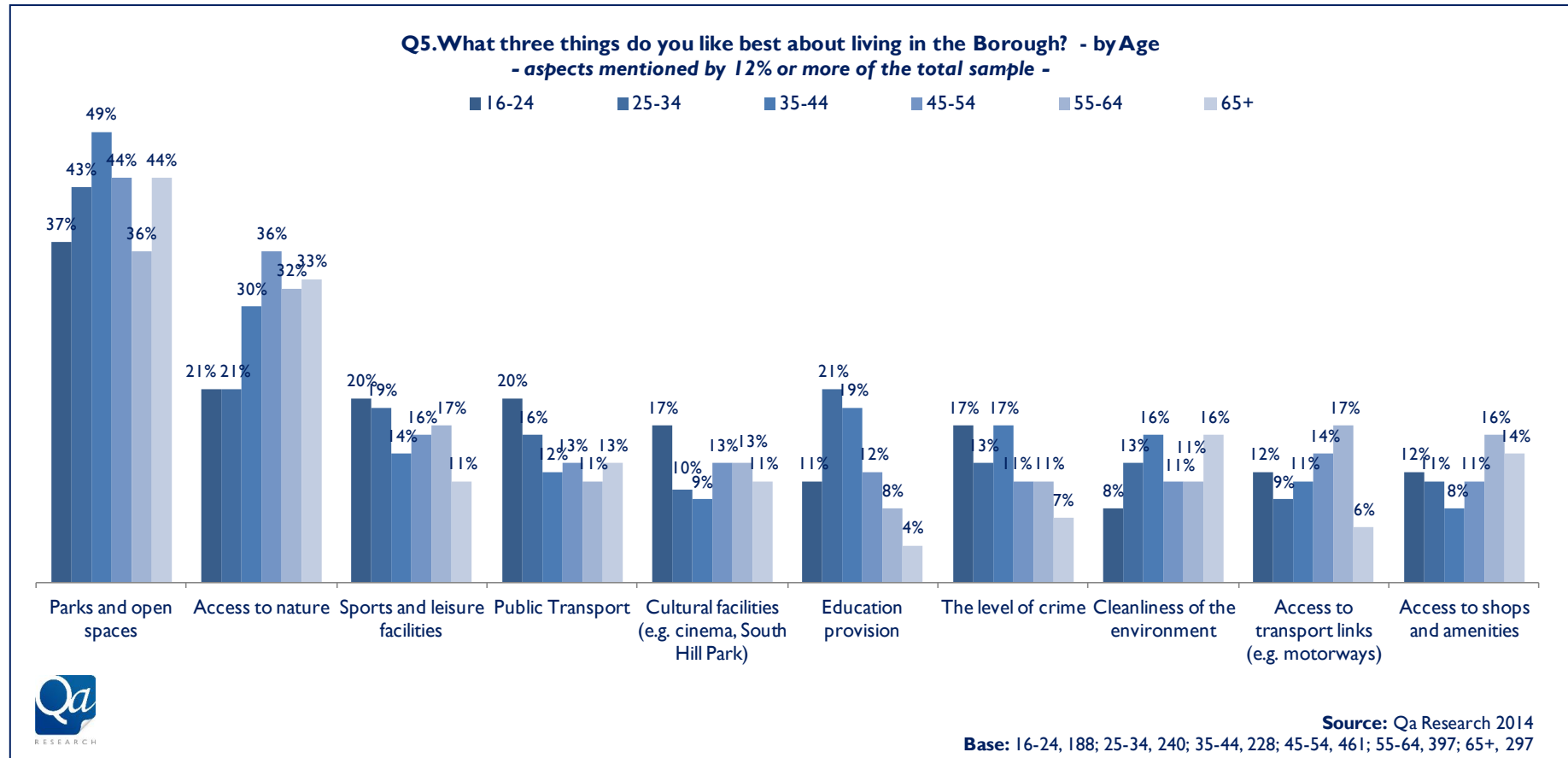
Differences by age are shown on the chart overleaf. As would be expected, those aspects mentioned most often varied between respondents of different age groups, reflecting different life-stages and needs, although 'parks and open spaces' was the most frequently mentioned aspect by all age groups (16-24: 37%, 25-34: 43%, 35-44: 93%, 45-54: 89%, 55-64: 86%, 65+: 87%).

More specifically, the very youngest respondents (aged 16-24) were more likely to mention 'public transport', but they were also more likely to mention that the borough is 'quiet and peaceful' (16-24: 16%, 25-34: 11%, 35-44: 8%, 45-54: 9%, 55-64: 9%, 65+: 9%).

Respondents in the middle age groups were the most likely to mention 'education provision' and this was mentioned by a fifth of those aged 25-34 (21%) and 35-44 (19%) who were also the most likely to mention 'facilities for young children' (11% and 14% respectively). In line with this, respondents aged 35-44 were the most likely to have children aged under 18 at home (77%) and 40% of those aged 25-34 also said that this was the case.

The chart below shows the aspects of the borough that were mentioned by 12% or more of the total sample by different age groups;

**Figure 15. Three best things about the Borough by age**

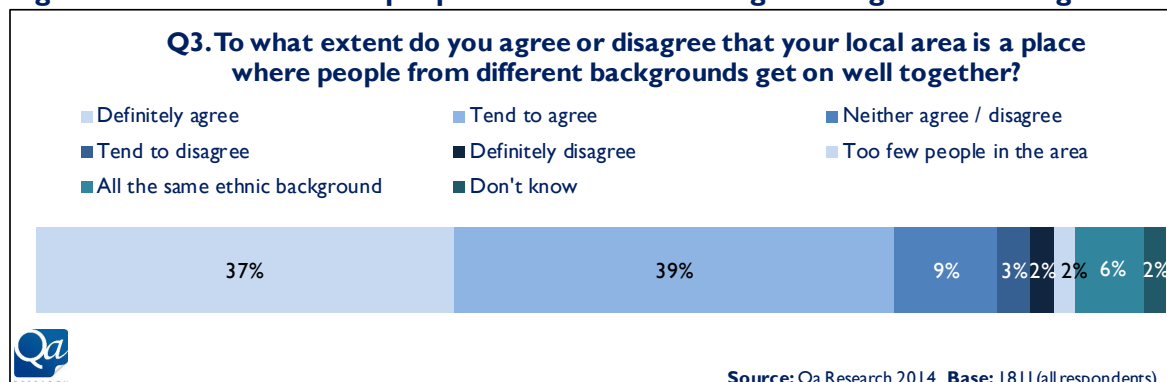


### 5.3.3 Community cohesion in residents' local area

Respondents were asked to indicate the extent to which people from different backgrounds get on together, and the extent to which people in their local area treat each other with respect and consideration.

The first chart explores residents' agreement with the statement that their local area is a place where people from different backgrounds get on well together.

**Figure 16. Extent to which people from different backgrounds get on well together**



When responses to this question are recalculated to bring it them line with the methodology used in the 2006/7 BVPI Survey and the 2008 Place Survey, the vast majority (94%) of respondents agreed that their local area was a place where 'people from different backgrounds get on well together'. The 2006/7 and 2008 methodology did not include responses of 'neither agree nor disagree', 'too few people in the area', 'all the same ethnic background', and 'don't know', and so these have been excluded to produce the figures in this paragraph.

With these responses included, more than three-quarters (76%) of respondents agreed that their local area was a place where 'people from different backgrounds get on well together' and this proportion as almost equally divided between those who said that they 'definitely agree' (37%) and those that 'tend to agree' (39%).

This measure correlates with feelings of satisfaction with the local area and it is notable that respondents who were satisfied with their local area as a place to live were significantly more likely than those who were dissatisfied to agree that people get on well together (79% vs. 42%) and in fact, a fifth (21%) of those dissatisfied with their local area disagree that 'people from different backgrounds get on well together' there.

#### Comparison with 2012;

In the 2006/7 BVPI Survey and 2008 Place Survey 82% of respondents indicated that people from different backgrounds get on well together in their local area. This increased significantly to 87% in 2012, and has increased again to 94% in 2014 (when figures from 2012 and 2014 are adjusted).

Factoring in all responses, compared with the 2012 data a higher proportion of respondents in 2014 agree with this measure (76% vs. 62%). One difference in the profile of 2014 and 2012 respondents is that the age profile of the 2014 sample is more representative of the borough, while the 2012 age profile was skewed towards older residents, reflecting the methodology.

Consequently, differences in agreement for this measure by age and specifically a greater level of agreement amongst younger respondents might explain the higher level of agreement recorded in 2014. No such pattern is evident, confirming that this year-on-year increase in agreement is likely to be a true increase and not reflective of the change in methodology.



## Demographic differences

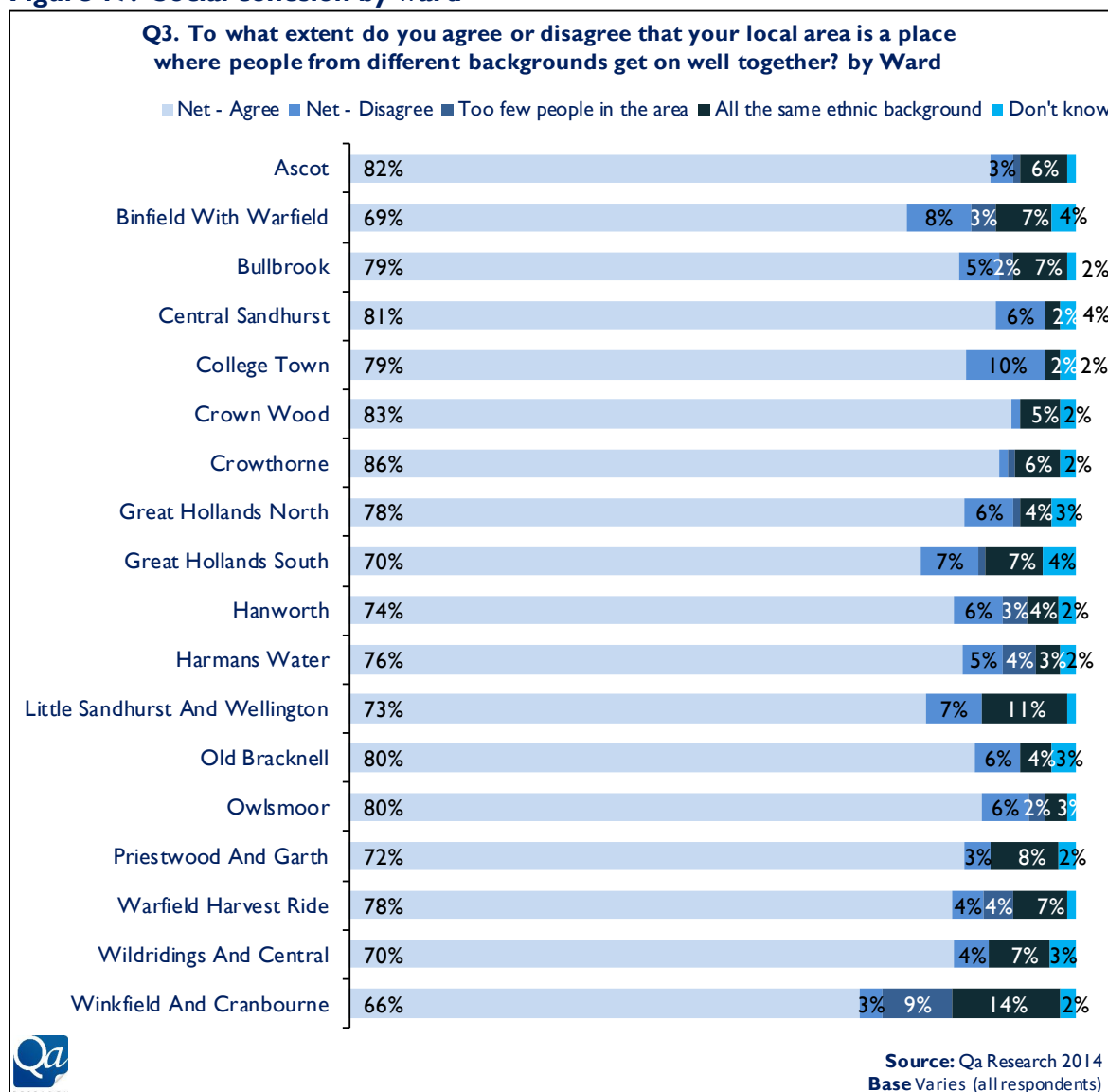
Although no difference in agreement was recorded between the genders and males were as likely as females to agree with this measure (76% and 76% respectively), males were more likely to disagree (7% vs. 4%). This pattern was evident in the 2012 findings as well.

Moreover, BME respondents were more likely than those from White British backgrounds to disagree that their local area was a place where 'people from different backgrounds get on well together' (9% vs. 4%) and this is in contrast to the findings in 2012, where they were actually more likely to agree.

No other differences were recorded amongst key demographic groups.

The chart below shows levels of agreement by ward;

**Figure 17. Social cohesion by ward**



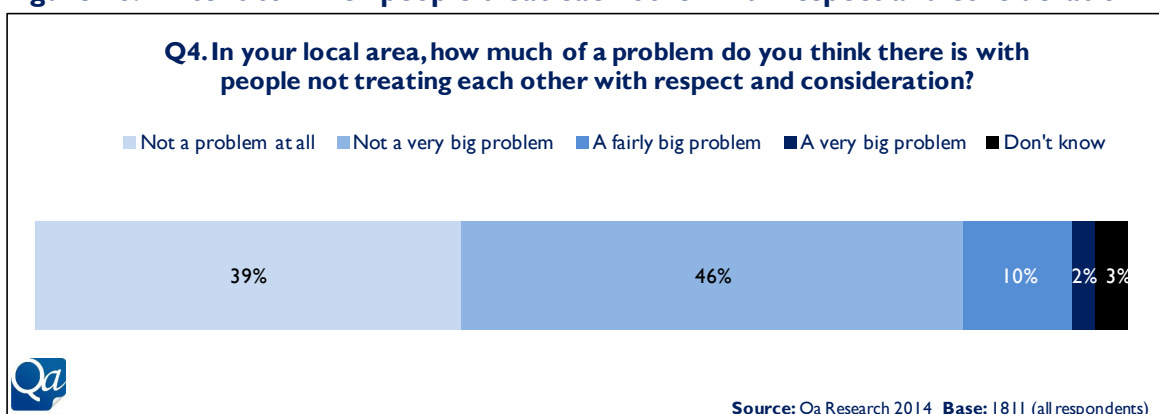
The majority of respondents in each ward agreed with this measure and agreement levels were generally higher than in the 2012 data, reflecting the picture noted amongst the total sample. Few

differences were recorded between respondents in each ward, although the level of agreement as highest amongst those in Crowthorne (86%) and Crown Wood (83%).

In 2012, analysis was undertaken comparing levels of agreement with the proportion of White British respondents living within each ward. This analysis highlighted that the higher the proportion of White British, the higher the level of agreement. The same analysis this year indicates that this is not the case and agreement that *'people from different backgrounds get on well together'* is consistent regardless of the proportion of White British and BME residents in the ward.

The following chart demonstrates the extent to which respondents felt that people in their local area treated each other with respect and consideration;

**Figure 18. Extent to which people treat each other with respect and consideration**



Just over one-in-ten respondents (13%) felt that this was a problem to some degree although most felt this was only a *'fairly big problem'* (10%) rather than a *'very big problem'* (2%). The majority of respondents clearly felt that this was not a problem however, as 85% indicated that it was either *'not a problem at all'* or *'not a very big problem'*.

While it is true that the majority of those who felt satisfied and those who felt dissatisfied with their local area as a place to live felt that *'people treating each other with respect and consideration'* was not a problem (88% and 53% respectively), those dissatisfied with their local area were significantly more likely to feel that this was a problem (10% and 39% respectively). Additionally, respondents who disagreed that *'people from different backgrounds get on well together'* were significantly more likely than those who agreed to see this as being a problem (50% vs. 8%). There is clearly a link between community cohesion and feeling satisfied with your local area.

**Comparison with 2012;**

In total, 78% of 2012 respondents felt that *'people treating each other with respect and consideration'* was not a problem, a figure significantly lower than that recorded in 2014 (85%). Differences in the profile of the samples in each year do not explain this increase and this should also therefore, be seen as a positive trend year-on-year.

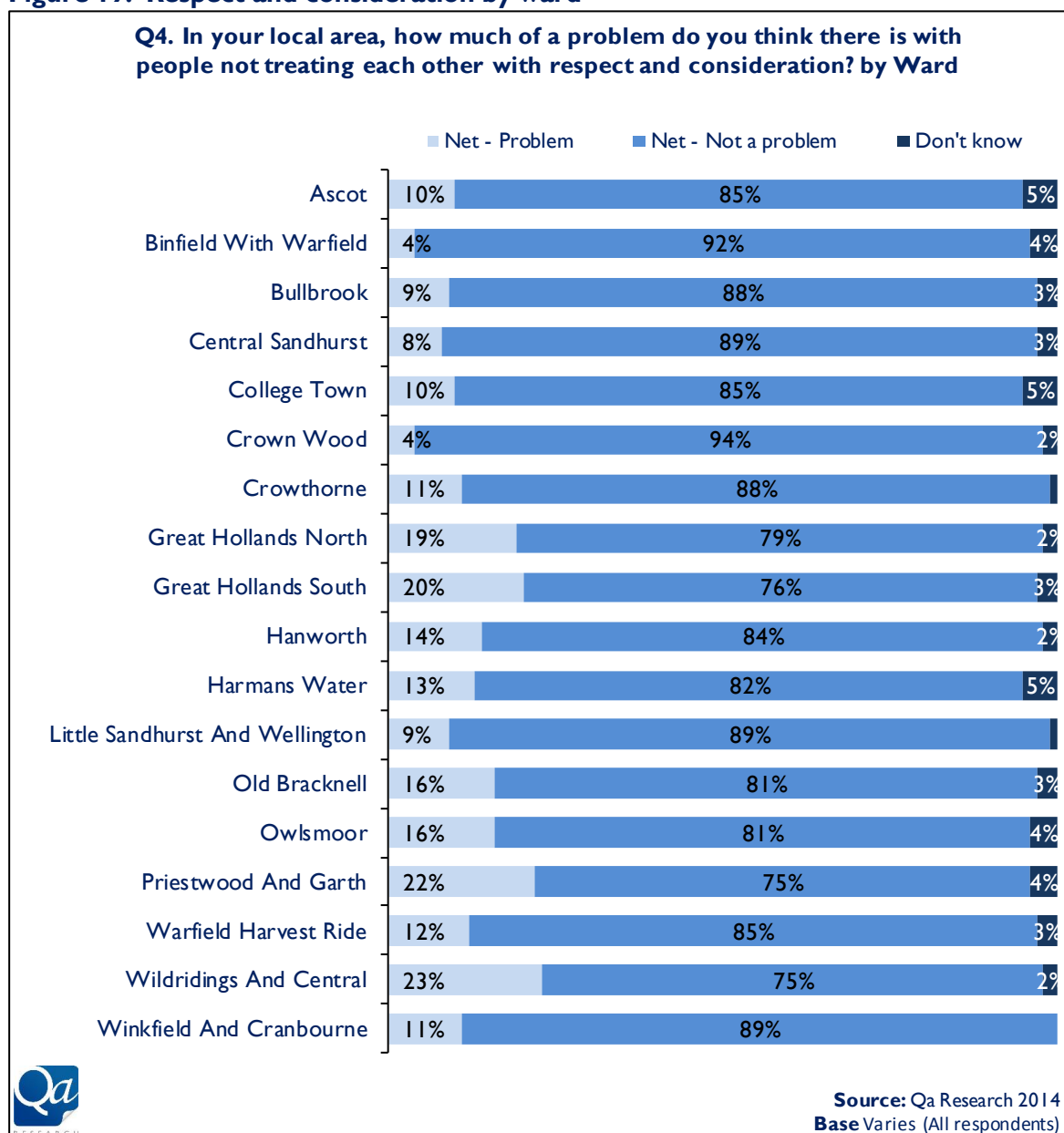
The proportion of respondents who felt that *'people treating each other with respect and consideration'* was a problem has remained essentially unchanged (2012: 14%, 2014: 13%), and there has been no significant shift.

## Demographic differences

No differences were recorded here between respondents of different ages or genders, or between BME and White British respondents.

Some differences by ward were recorded and these are summarised in the chart below;

**Figure 19. Respect and consideration by ward**



It is evident from the chart above that around a fifth of respondents from certain wards felt that there was a problem with 'people treating each other with respect and consideration' and this included the wards of Wildridings and Central (23%), Priestwood and Garth (22%), Great Hollands North (19%) and Great Hollands South (20%).

A similar pattern was evident in 2012, but exactly why this should be the case in these wards is not completely clear from the Residents' Survey data, as differences in this measure are seemingly not driven by demographic differences.

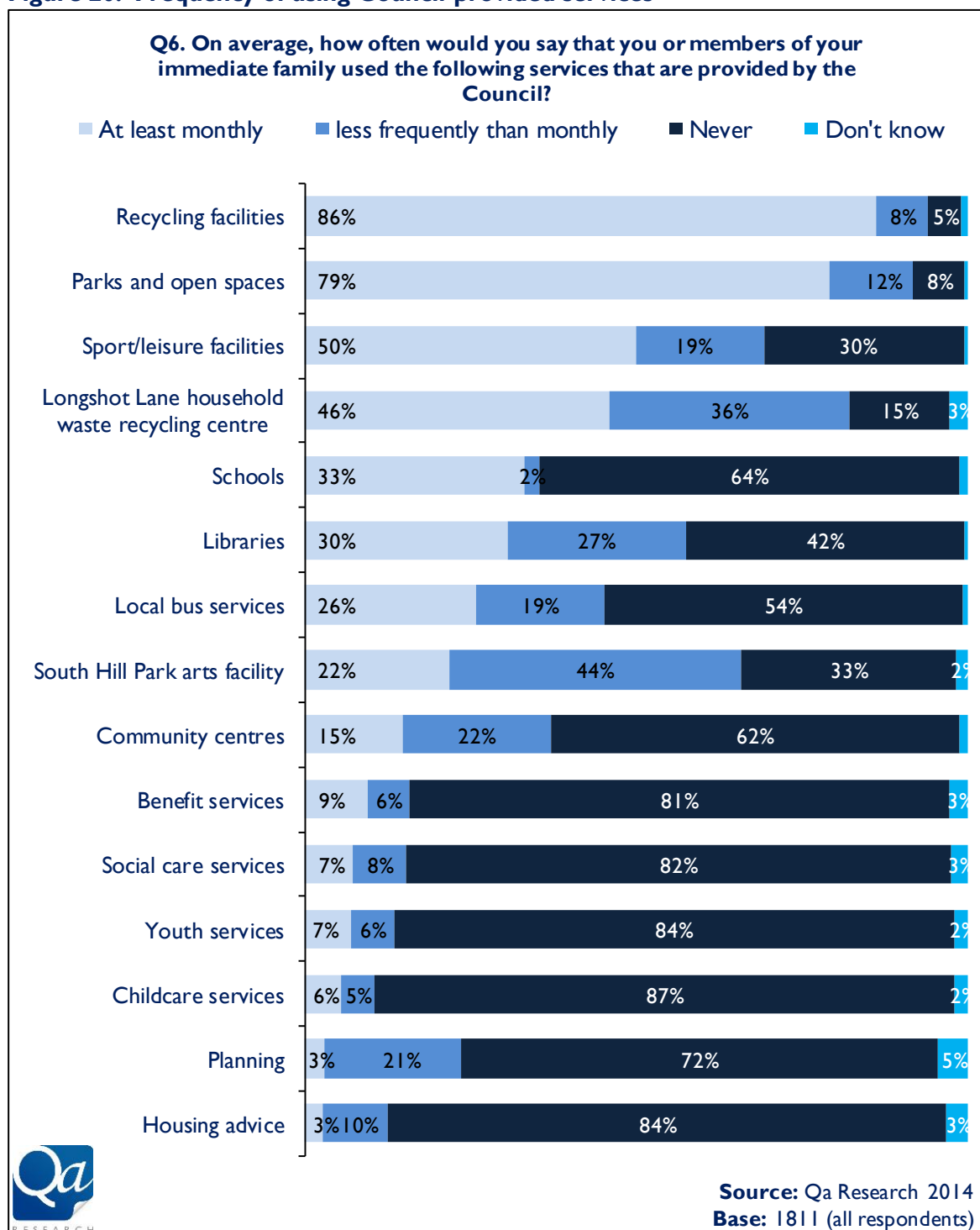
## 5.4 Use of and satisfaction with specific Council services

This section of the report examines the frequency of use of, and satisfaction with, specific Council services.

### 5.4.1 Use of specific Council services

Respondents were asked to rate how often they or member of their immediate family used a prompted list of specific Council services. The results are shown in the chart below;

**Figure 20. Frequency of using Council-provided services**



The most frequently used services on a monthly (net: 'daily', 'weekly' and 'monthly') basis were the 'recycling facilities' (86%) and the 'parks and open spaces' (79%).

More specifically, the 'recycling facilities' were used by one-in-six (16%) respondents on a 'daily' basis, by half (48%) on a 'weekly' basis, and by a quarter (23%) on a 'monthly' basis. In contrast 'parks and open spaces' were used by greater proportion on a 'weekly' basis (42%) than a 'daily' (20%) or 'monthly' (17%). Schools had the highest 'daily' usage rate however, at nearly one third (31%).

A high proportion of residents, over eight-in-ten in each case, did not use 'benefit services' (81%), 'social care services' (82%), 'youth services' (84%), 'childcare services' (87%), and 'housing advice' (84%). These, aside from 'housing advice', all fit into the category of welfare provision and the low levels of use of these obviously reflects the fact that these services are not universally available.

#### **Comparison with 2012;**

'Recycling facilities' and 'parks and open spaces' were also the most frequently used services in 2012. The frequency of which they are used has changed however; the proportion of respondents using the 'recycling facilities' at least monthly has decreased from the 96% that used it in 2012 to 86% in 2014. Caution must be exercised here, however, as this category was titled 'refuse collection / recycling' in 2012; the absence of refuse collection is the likely reason for this decrease. In contrast, the proportion using 'parks and open spaces' at least monthly has increased from 73% in 2012 (79% in 2014).

There have also been significant increases since 2012 in the proportion using 'sports/leisure facilities' (50% vs. 34%), 'schools' (33% vs. 22%), 'youth services' (7% vs. 2%), 'community centres' (15% vs. 12%), and 'planning' (3% vs. 1%). Some of these may be driven by the more representative sample of 2014 however, as the overrepresentation of older age groups in 2012 may have reduced the proportion using services relating to children.

Two services, 'Longshot Lane household waste recycling centre' and 'South Hill Park arts facility' were not services asked about in the 2012 survey; however, they are arguably analogous to the services of 'local tips/ household waste recycling centres' and 'arts facilities' that were present in the 2012 survey but not the 2014. Comparing these we see an increase in both; from 39% using 'local tips/ household waste recycling centres' at least monthly in 2012 to 46% using the 'Longshot Lane household waste recycling centre', and from 11% using 'arts facilities' in 2012 on a monthly basis to 22% using the 'South Hill Park arts facility'. Therefore these comparisons have been included for interest only.

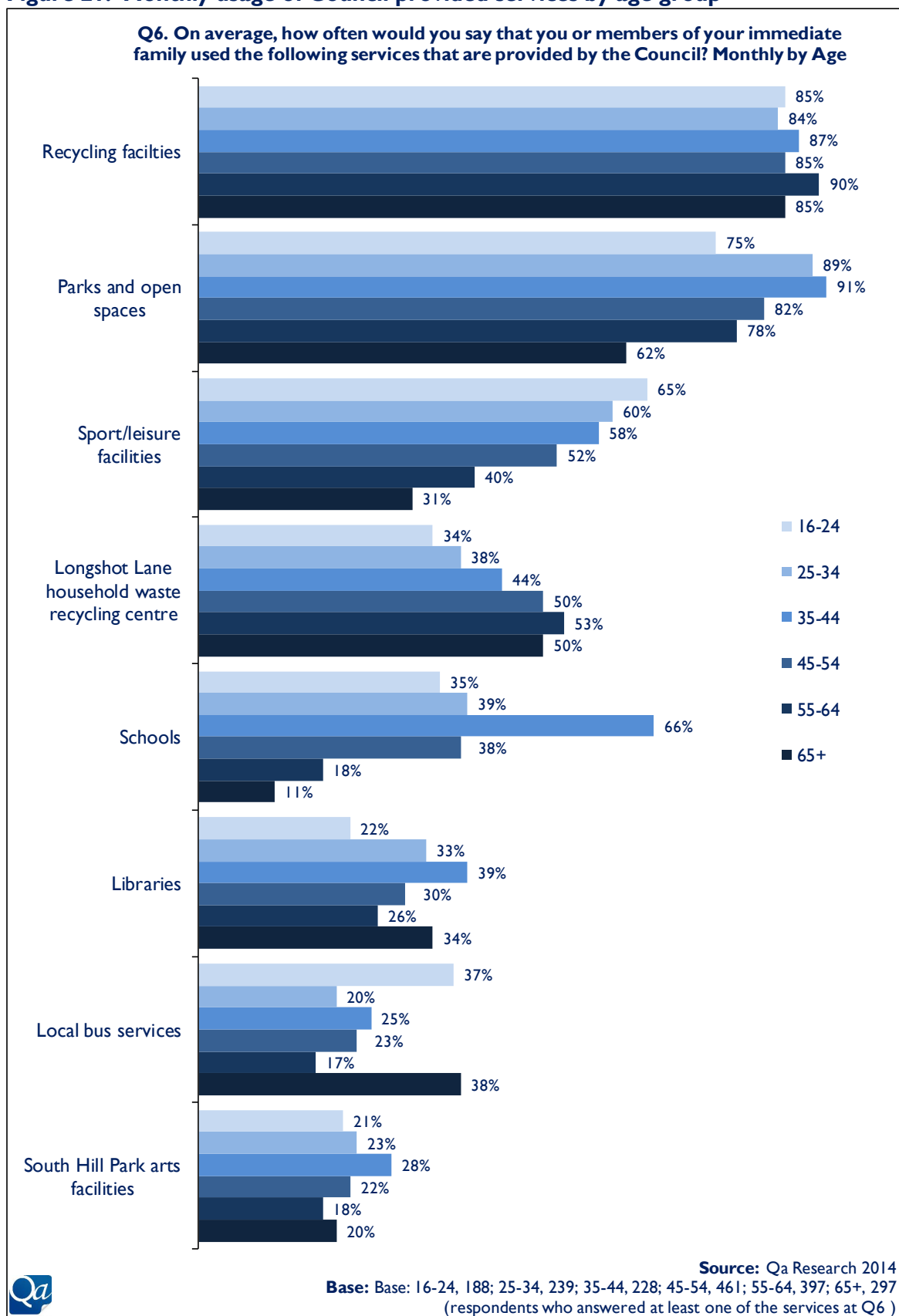
#### **Demographic differences**

There were significant differences between male and female respondents in terms of the proportion using services on a monthly basis. Male respondents were more likely to use 'Longshot Lane household waste recycling centre' (49%) than females (43%). Female respondents were more likely to use 'schools' (37% vs. 29%), 'libraries' (34% vs. 26%), 'community centres' (18% vs. 12%) and 'childcare services' (7% vs. 4%) than males. This may be linked to the presence of children, as respondents with children aged under 18 were significantly more likely than those without to use these services at least monthly ('schools': 72% vs. 17%, 'libraries': 43% vs. 25%, 'community centres': 22% vs. 12%, 'childcare services': 12% vs. 3%).

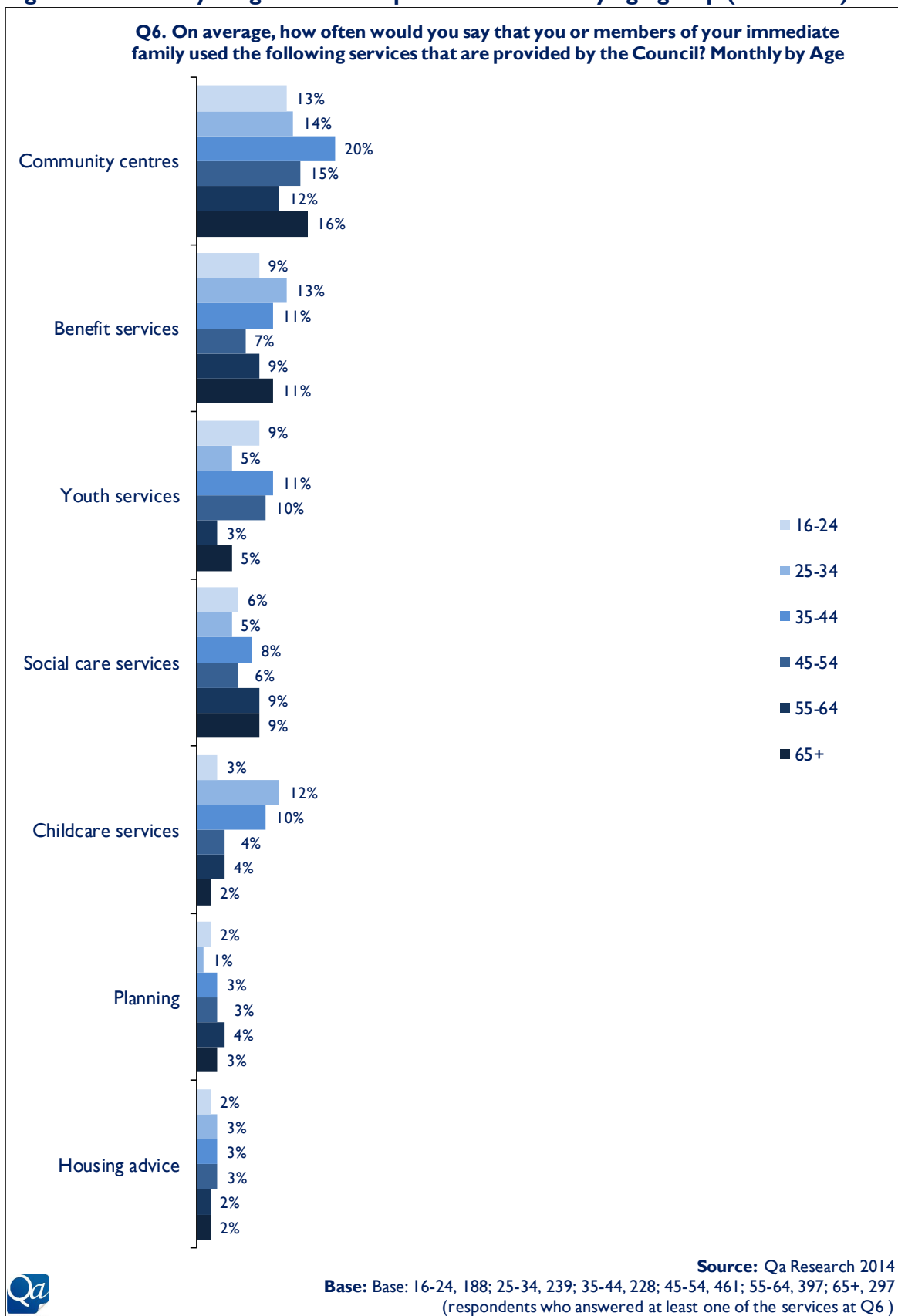
BME respondents were more likely than White British respondents to use 'schools' (53% vs. 30%), 'libraries' (40% vs. 29%), 'local bus services' (35% vs. 24%), and 'childcare services' (9% vs. 5%) at least once a month. In contrast, White British respondents were more likely to use 'recycling facilities' (87% vs. 79%), 'Longshot Lane household waste recycling centre' (49% vs. 32%), and 'Social care services' (8% vs. 3%). Again this may suggest lifestyle and cultural differences, this time between BME and White British respondents; however, it may also be related to age, as 60% of BME respondents were aged under 45 compared to only 36% of White British respondents.

Age (and by extension life stage) also have an impact on services used monthly, as shown below;

**Figure 21. Monthly usage of Council provided services by age group**



**Figure 21. Monthly usage of Council provided services by age group (continued)**



Respondents aged 35-44 were more likely than any other age group to be using 'schools' (66%) on at least a monthly basis, presumably because of their greater likelihood to have children at home (77%, significantly higher than any other age group). Similarly, childcare services were in greater use among respondents aged 25-34 (12%) (40% of this age group had children at home) and 35-44 (10%).

The youngest (aged 16-24) and oldest respondents (aged 65 and over) were particularly reliant on the 'local bus service', with 37% and 38% respectively using this service at least once a month. For the older age group this may be related to the free bus pass that is available to this cohort.

There were some minor variations between wards in how frequently respondents used Council services. although the top three services used at least monthly for all wards come from just four services. These are shown on the following table;

**Figure 22. Use of Council-provided services by ward**

Ward	Services appearing in the top three most frequently used (activities done at least monthly)							
	Recycling facilities		Parks and open spaces		Sport/ leisure facilities		Longshot Lane household recycling centre	
	Pos. 1-3	%	Pos. 1-3	%	Pos. 1-3	%	Pos. 1-3	%
Ascot	1	88%	2	82%	3	46%		
Binfield with Warfield	1	86%	2	76%			3	57%
Bullbrook	1	87%	2	84%	3	53%		
Central Sandhurst	2	78%	1	79%	3	46%		
College Town	1	80%	2	74%	3	50%		
Crown Wood	1	87%	2	76%	3	56%		
Crowthorne	1	88%	2	73%			3	48%
Great Hollands North	1	85%	2	82%	3	50%		
Great Hollands South	1	86%	2	86%	3	60%		
Hanworth	1	88%	2	82%	3	53%		
Harmans Water	1	90%	2	83%	3	53%		
Little Sandhurst & Wellington	1	89%	2	78%	3	46%		
Old Bracknell	1	88%	2	78%	3	54%		
Owlsmoor	1	84%	2	80%	3	42%		
Priestwood & Garth	1	88%	2	75%			3	51%
Warfield Harvest Ride	2	84%	1	86%			3	58%
Wildridings & Central	1	87%	2	80%	3	58%		
Winkfield & Cranbourne	1	84%	2	73%			3	44%

'Recycling facilities' were the most frequently used service in all wards except for Central Sandhurst and Warfield Harvest Ride (where it was the second most used in both cases); the most used in these two wards was 'parks and open spaces', which was the second most used service in other wards.

'Sport/leisure facilities' were the third most used services for all wards except for Binfield with Warfield, Crowthorne, Priestwood & Garth, Warfield Harvest Ride, and Winkfield & Cranbourne; in these wards, 'Longshot Lane household recycling centre' was the third most used service.

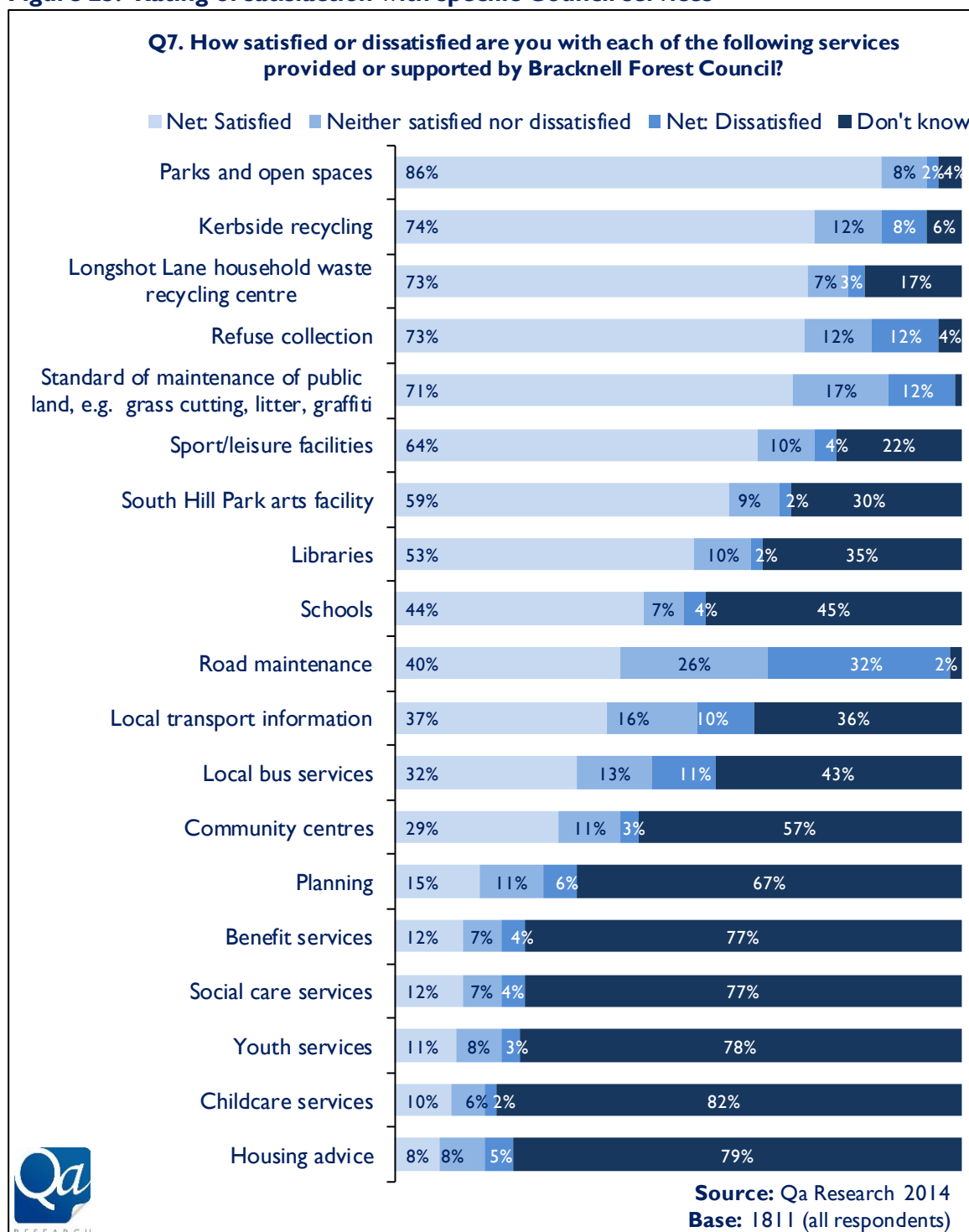


### 5.4.2 Satisfaction with specific Council services

Respondents were then asked to provide an indication of their satisfaction with the services provided by the Council.

Respondents indicated their satisfaction on a five point scale ranging from 'very dissatisfied' to 'very satisfied'. On the following charts 'very satisfied' and 'satisfied' have been netted together, as have the 'very dissatisfied' and 'dissatisfied' ratings, for ease of comprehension. On the chart below, the responses from all respondents (including those who 'never' use a service) are shown;

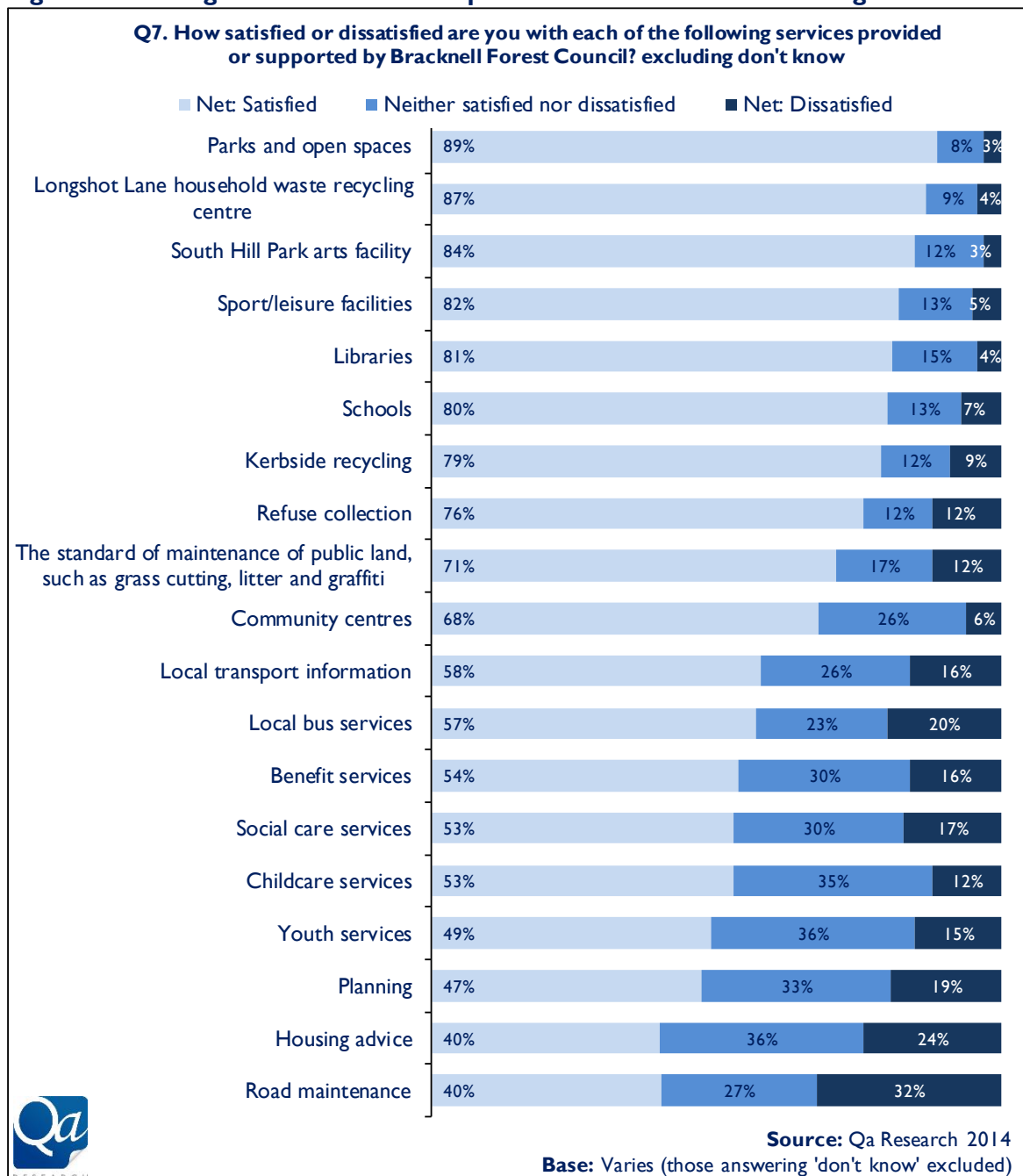
**Figure 23. Rating of satisfaction with specific Council services**



Satisfaction amongst respondents was highest for 'parks and open spaces' (86%) and 'kerbside recycling' (74%). Given that 'parks and open spaces' were the second most frequently used service, it is positive finding that this is the highest rated service in terms of satisfaction.

There were a high proportion of 'don't knows' for some services, however these are the same services that a high proportion of respondents said they 'never' used; this suggests that where people do not use a service they generally do not form an opinion on it. By excluding these 'don't knows', we can gain a more informative understanding of satisfaction amongst those who actually use each service. This is shown in the chart below;

**Figure 24. Rating of satisfaction with specific Council services excluding 'don't know'**



When 'don't knows' are excluded, it becomes clear that for all services the level of satisfaction is greater than the level of dissatisfaction.

The order of satisfaction has also changed slightly. The top options remain largely the same, with 'parks and open spaces' at the top (89%), and 'Longshot Lane household waste recycling centre' still highly rated. The level of satisfaction relative to other services has decreased for some however; 'kerbside recycling' goes from being the second highest rated service to the seventh while 'refuse collection' goes from the fourth highest to the eighth. Taking the place of these, 'sport/leisure facilities', 'South Hill Park arts facility', 'libraries', and 'schools' all move up from sixth, seventh, eighth and ninth to fourth, third, fifth and sixth respectively. The biggest fallers are the 'standard of maintenance of public land' and 'road maintenance', which go from fifth and tenth to ninth and nineteenth respectively.

It should be noted here that the base size of the services where there is a large proportion of 'don't knows' can be quite small (smallest is 'childcare services' with a base of 327).

### Comparison to 2012;

Positively, the level of satisfaction (excluding 'don't know') for the majority of services has significantly increased since 2012. The table below compares the level of satisfaction for each service in 2014 with that in 2012; in some cases the services are not named exactly the same in each year, but they still compared as they are felt to be similar. A figure shaded grey is significantly higher than the figure in the opposing column;

**Figure 25. Comparison of proportion satisfaction for specific services**

2014		2012	
Service	%	%	Service
Parks and open spaces	89%	90%	Parks and open spaces
Longshot Lane household waste recycling centre	87%	86%	Local tips/ Household waste recycling centres
South Hill Park arts facility	84%	59%	Art facilities
Sport/leisure facilities	82%	68%	Sport/leisure facilities
Libraries	81%	75%	Libraries
Schools	80%	63%	Schools
Kerbside recycling	79%	74%	Doorstep recycling
Refuse collection	76%	79%	Refuse collection
The standard of maintenance of public land, such as grass cutting, litter and graffiti	71%	57%	Keep public land clear of litter and refuse
Community centres	68%	50%	Community centres
Local transport information	58%	42%	Local transport information
Local bus services	57%	48%	Local bus services
Benefit services	54%	n/a	(no option in 2012)
Childcare services	53%	32%	Childcare services
Social care services	53%	37%	Social care services
Youth services	49%	20%	Youth services
Planning	47%	28%	Planning
Road maintenance	40%	36%	Road maintenance
Housing advice	40%	n/a	(no option in 2012)

The highest percentage point (pp) increase has been for 'youth services', which has increased by 29pp since 2012 (49% vs. 20%). This is followed by 'South Hill Park arts facility', which has increased by 25pp (84% vs. 59%); this service was simply titled 'arts facilities' in 2012 however, and the more specific service of 2014 may account for some of this increase. In this case, it would show that the South Hill Park facility is more highly rated than arts facilities in general across Bracknell Forest.

Several welfare services have had higher increases relative to the other services; 'youth services' (29pp; 49% vs. 20%), 'childcare services' (21pp; 52% vs. 32%), and 'social care services' (16pp; 53% vs. 37%) are all amongst services with the greatest increases in satisfaction.

## Demographic differences

The satisfaction scale can also be expressed numerically, where 'very dissatisfied' is number '1' through to 'very satisfied' which is number '5'. This can be used to generate a mean satisfaction score for each service. Answers of 'don't know' cannot be assigned a value and are therefore excluded from calculation of the mean satisfaction score.

Given the high number of services that respondents were asked to rate, the various demographic differences between respondents are shown on a variety of graphs, rather than described. The following charts use the mean satisfaction scores to demonstrate the differences between the various demographic groups. A higher mean score indicates a higher level of overall satisfaction for that group.

The chart on the following page demonstrates the differences by gender.

Female respondents tend to indicate higher levels of satisfaction than males across Council services. This was particularly true of;

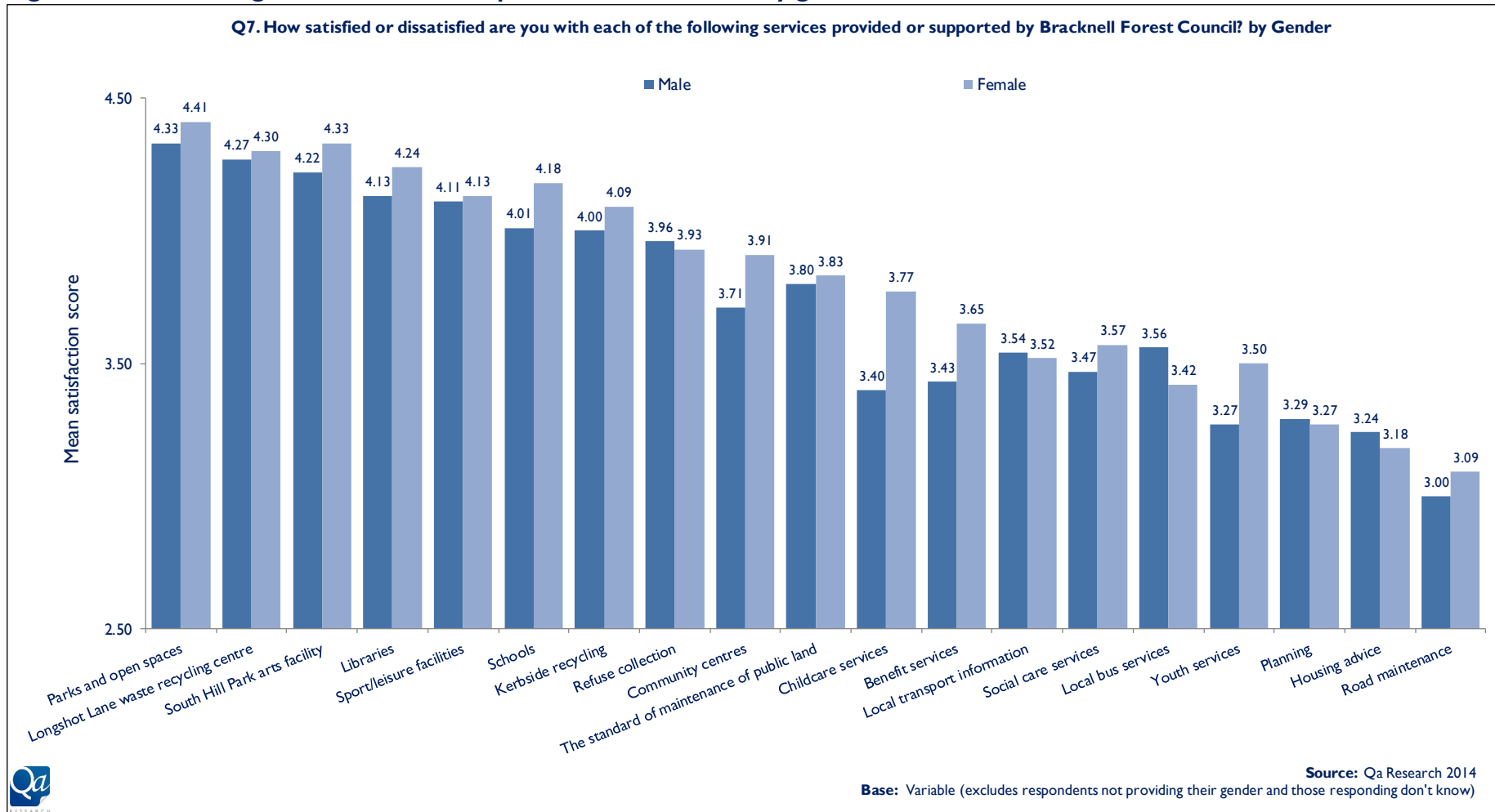
- 'schools' (4.18 vs. 4.01)
- 'community centres' (3.91 vs. 3.71)
- 'childcare services' (3.77 vs. 3.40)
- 'benefit services' (3.65 vs. 3.43)
- 'youth services' (3.50 vs. 3.27)

Three of these services, 'schools', 'community centres', 'childcare services', were significantly more likely to be used by female respondents than males, and there appears to be a trend whereby services that are used more often by females are rated more highly. The inverse, that services that males use more often are more highly rated by them, is not true however.

The only service that male respondents rated notably higher than female respondents was;

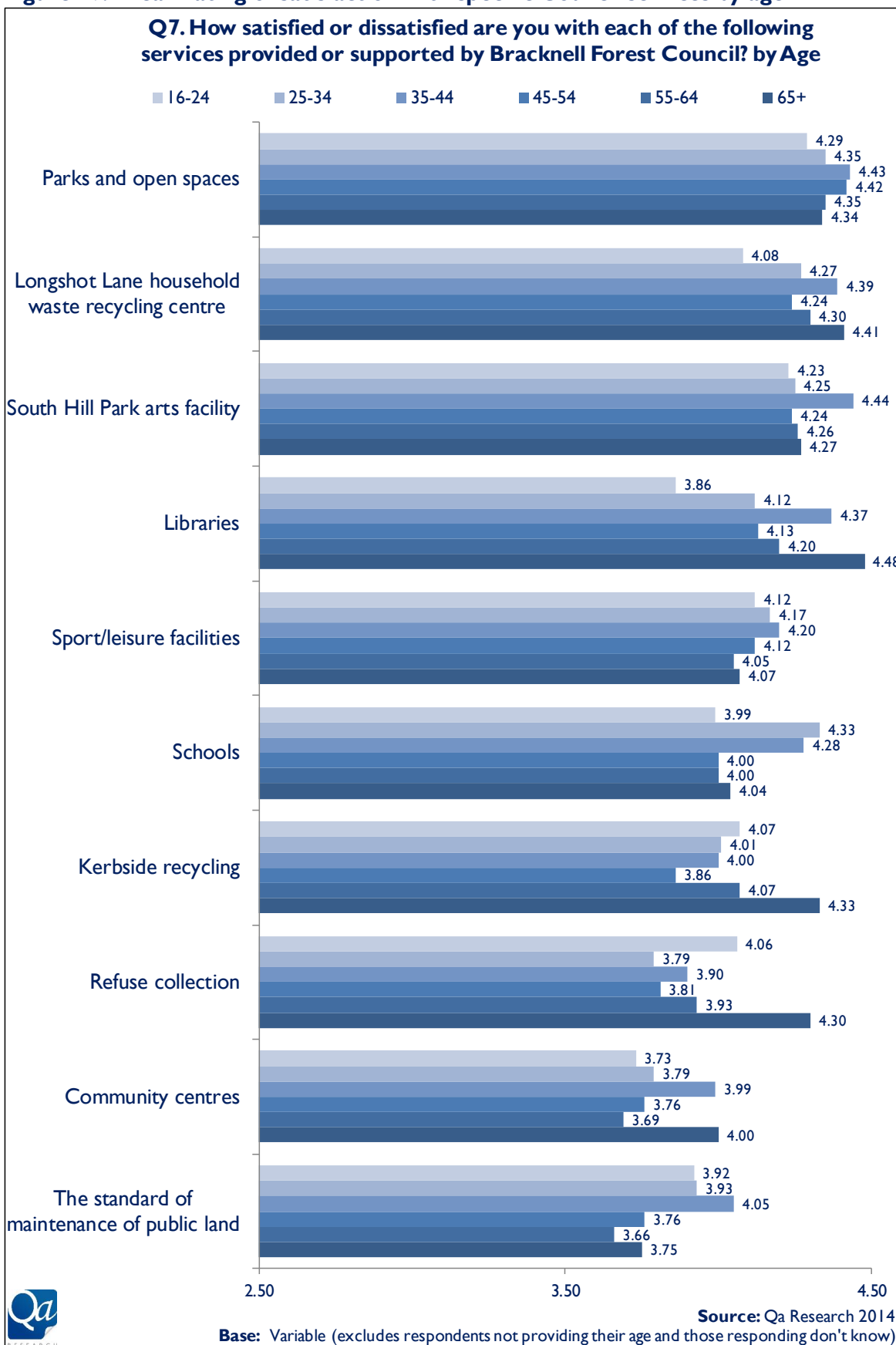
- 'local bus services' (3.56 vs. 3.42)

**Figure 26. Mean rating of satisfaction with specific Council services by gender**

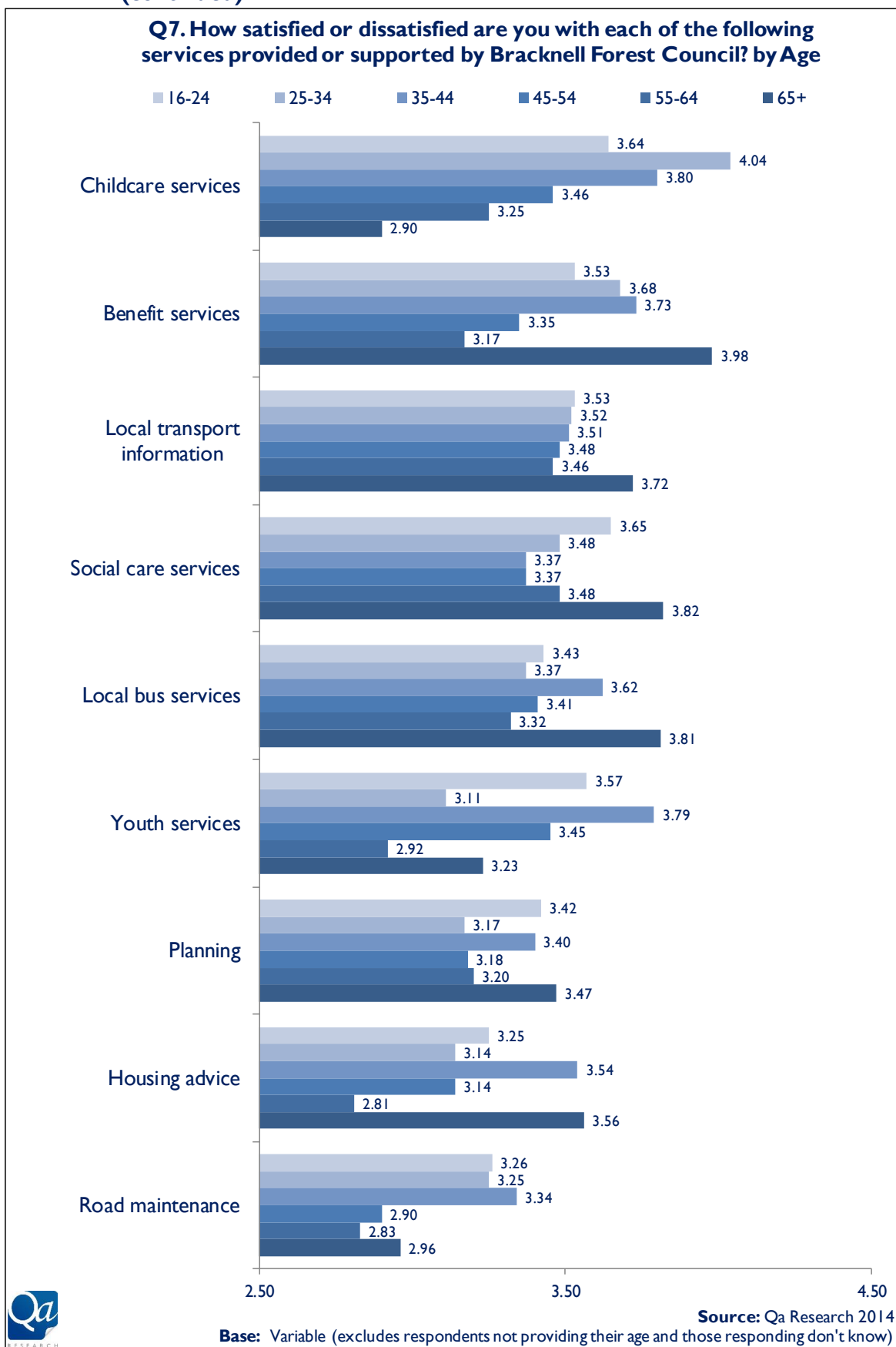


In the following chart the satisfaction ratings are stratified by age groups.

**Figure 27. Mean rating of satisfaction with specific Council services by age**



**Figure 27. Mean rating of satisfaction with specific Council services by age (continued)**



'Parks and open spaces' were the services with the highest overall level of satisfaction, and as the chart shows this level was consistently high amongst the various age groups, illustrating that this service has a universally high level of approval.

For some services the level of satisfaction varied considerably with age. The service with the most variation was 'childcare services' with a highest rating of 4.04 amongst those aged 25-34 and a lowest rating of 2.90 amongst those aged 65 and over. Satisfaction with 'childcare services' was highest amongst the age groups that are most likely to have young children (ages from 16-44), suggesting that satisfaction is higher amongst those use this service most often.

'Road maintenance', the service with which respondents were least satisfied overall, had much lower satisfaction scores amongst those aged 45 and over (45-54: 2.90, 55-64: 2.83, 65+: 2.96) than those aged under 45 (16-24: 3.26, 25-34: 3.25, 35-44: 3.34).

Overall, respondents aged 65 and over typically had the highest satisfaction scores. In contrast, those aged 55-64 often had the lowest satisfaction scores. It is unclear what would cause such a significant shift in attitudes between these two adjacent age groups.

It should be noted that as the mean scores excluded answers of 'don't know' the base size of services that had low levels of usage (see figure 20) will be quite small, especially when stratifying by age (six categories); because of this, the mean rating of satisfaction by age for the less used services should be treated with caution.

The chart on the following page shows the difference in mean satisfaction level between White British and BME respondents.

BME respondents were more satisfied than White British respondents with all but two services; and the difference was particularly marked for;

- 'childcare services' (3.97 vs. 3.48)
- 'benefit services' (3.85 vs. 3.49)
- 'housing advice' (3.55 vs. 3.10)
- 'road maintenance' (3.52 vs. 2.97)

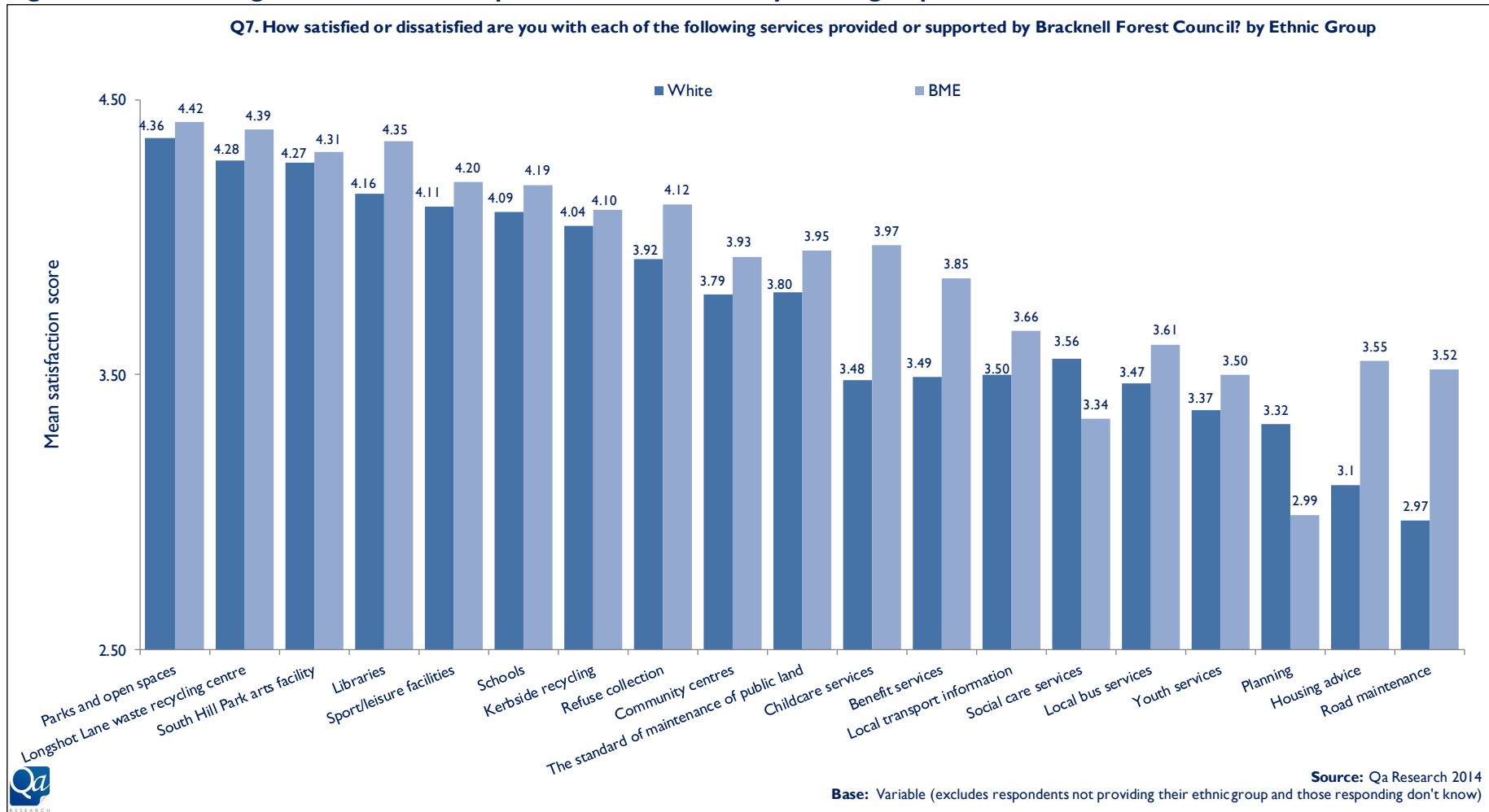
The only two services for which White British respondents gave a higher mean satisfaction rating were 'social care services' (3.56 vs. 3.34) and 'planning' (3.32 vs. 2.99).

The consistently greater satisfaction of BME respondents mirrors that of female respondents. The gender split of BME and White British respondents was very even (White British: 49% male, 51% female; BME 51% male, 49% female), however, and therefore this does not account for the near universal greater satisfaction of BME respondents.

Again, base sizes for the lesser used services will be small and so should be treated with caution. The smallest was 'childcare services' with a base for this service of 327; of which 28 are aged 65+ (the smallest age category) and 76 are from BME ethnicities.



**Figure 28. Mean rating of satisfaction with specific Council services by ethnic group**



Stratified by ward, 'parks and open spaces' had the highest mean score in the majority of wards (highest in Bullbrook (4.53)). Where this was not the highest rated service, the following services were the highest rated:

- 'Longshot Lane household waste recycling centre': Ascot (4.42), Binfield with Warfield (4.50), Great Hollands North (4.28)
- 'South Hill Park arts facilities': Crown Wood (4.42), Old Bracknell (4.44), Priestwood and Garth (4.32)
- 'Schools': Crowthorne (4.38)

There was a lot of variation in the lowest scoring service, although road maintenance was the most commonly mentioned (lowest in Owlsmoor (2.55)), with the following exceptions:

- 'Planning': Binfield with Warfield (2.87), Bullbrook (2.82), Hanworth (3.01), Harmans Water (3.05), Warfield Harvest Ride (3.30)
- 'Housing advice': Crowthorne (2.26), Little Sandhurst and Wellington (2.75), Old Bracknell (3.12)
- 'Youth services': College Town (3.16), Crown Wood (2.94)
- 'Local bus services': Winkfield and Cranbourne (2.68)

The top three scoring services in each ward are listed below;

#### **Ascot**

'Longshot Lane household waste recycling centre' (4.42)  
'Schools' (4.35)  
'Libraries' (4.31)

#### **Binfield with Warfield**

'Longshot Lane household waste recycling centre' (4.50)  
'Parks and open spaces' (4.36)  
'Libraries' (4.31)

#### **Bullbrook**

'Parks and open spaces' (4.53)  
'South Hill Park arts facilities' (4.40)  
'Libraries' (4.37)

#### **Central Sandhurst**

'Parks and open spaces' (4.46)  
'Schools' (4.35)  
'Sport/leisure facilities' (4.31)

#### **College Town**

'Parks and open spaces' (4.42)  
'Libraries' (4.26)  
'Sport/leisure facilities' (4.04)

#### **Crown Wood**

'South Hill Park arts facilities' (4.42)  
'Longshot Lane household waste recycling centre' (4.35)  
'Parks and open spaces' (4.22)

#### **Crowthorne**

'Schools' (4.38)  
'Longshot Lane household waste recycling centre' (4.31)  
'Parks and open spaces' (4.27)

### **Great Hollands North**

- 'Longshot Lane household waste recycling centre' (4.28)
- 'South Hill Park arts facilities' (4.44)
- 'Parks and open spaces' (4.23)

### **Great Hollands South**

- 'Parks and open spaces' (4.48)
- 'South Hill Park arts facilities' (4.35)
- 'Longshot Lane household waste recycling centre' (4.24)

### **Hanworth**

- 'Parks and open spaces' (4.47)
- 'South Hill Park arts facilities' (4.32)
- 'Longshot Lane waste household recycling centre' (4.23)

### **Harmans Water**

- 'Parks and open spaces' (4.40)
- 'Longshot Lane household waste recycling centre' (4.31)
- 'Sport/leisure facilities' (4.24)

### **Little Sandhurst and Wellington**

- 'Parks and open spaces' (4.36)
- 'Libraries' (4.25)
- 'South Hill Park arts facilities' (4.22)

### **Old Bracknell**

- 'South Hill Park arts facilities' (4.44)
- 'Parks and open spaces' (4.41)
- 'Longshot Lane household waste recycling centre' (4.31)

### **Owlsmoor**

- 'Parks and open spaces' (4.30)
- 'Longshot Lane household waste recycling centre' (4.27)
- 'South Hill Park arts facilities' (4.21)

### **Priestwood and Garth**

- 'South Hill Park arts facilities' (4.32)
- 'Parks and open spaces' (4.15)
- 'Schools' (4.14)

### **Warfield Harvest Ride**

- 'Parks and open spaces' (4.50)
- 'Longshot Lane household waste recycling centre' (4.46)
- 'South Hill Park arts facilities' (4.44)

### **Wildridings and Central**

- 'Parks and open spaces' (4.36)
- 'South Hill Park arts facilities' (4.35)
- 'Longshot Lane household waste recycling centre' (4.19)

### **Winkfield and Cranbourne**

- 'Parks and open spaces' (4.40)
- 'Longshot Lane household waste recycling centre' (4.36)
- 'South Hill Park arts facilities' (4.34)

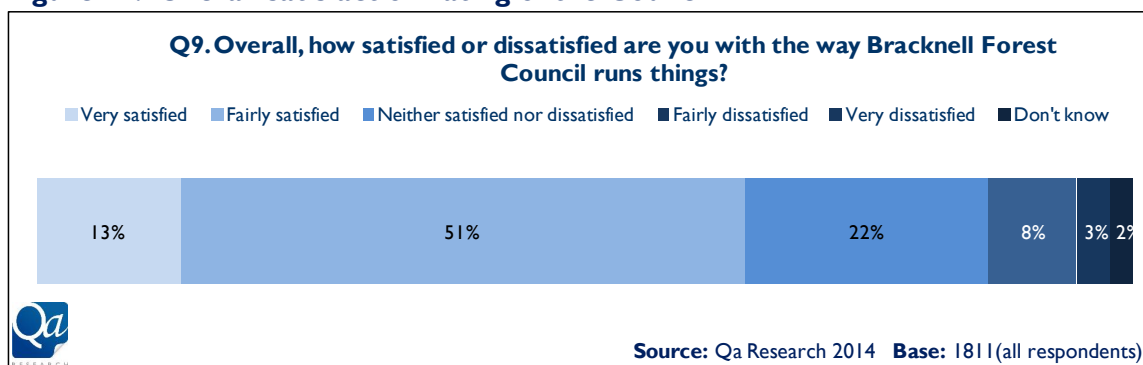
## 5.5 Perceptions of the Council overall

A number of questions were used to assess residents' satisfaction with the Council, including: overall satisfaction, perceptions of value for money offered by the Council and improvements the Council could make to the services it provides.

### 5.5.1 Satisfaction with the Council overall

The following chart demonstrates individuals' overall satisfaction with the way that the Council runs things.

**Figure 29. Overall satisfaction rating of the Council**



In total, almost two-thirds (65%) indicated that they were satisfied (either 'very satisfied' or 'fairly satisfied') with the way the Council runs things, although respondents were more likely to indicate that they were 'fairly satisfied' (51%) rather than 'very satisfied' (13%).

Notably, more than a fifth said that they were 'neither satisfied nor dissatisfied' (22%), but around one-in-ten indicated that they were dissatisfied (11%), although they were more likely to say they were 'fairly dissatisfied' (8%) rather than 'very dissatisfied' (3%).

#### **Comparison with 2012;**

A satisfaction figure of 65% represents a significant increase since 2012 when 60% indicated that they were either 'very satisfied' or 'fairly satisfied'. This increase is mainly explained by a significant reduction in the proportion that was dissatisfied (11% vs. 14%).

This increase in satisfaction does appear to be a genuine trend, rather than simply a reflection of differences in the demographic profiles of the 2012 and 2014 samples.

For example, few differences exist between different demographic groups, although older respondents (aged 65+) are the most likely age group to be satisfied with the Council. The proportion of older respondents is actually lower in the 2014 research than the 2012 research, so the uplift in satisfaction year-on-year is not explained by differences in the age profile of each sample.

Generally, respondents feel satisfied with the Council if they believe that it 'provides value for money' and 87% who agreed that this was the case said they were satisfied with the Council compared to only 16% of those that disagreed. Specifically, more than half (55%) of those that disagreed actually expressed dissatisfaction with the way the Council runs things.

Ensuring that residents feel informed about the *'services and benefits'* the Council provides can also have an influence on driving satisfaction levels up, as those who did feel informed were significantly more likely than those that didn't to express satisfaction with the Council (75% vs. 44%). However, respondents who said that they did not feel informed were more likely to feel satisfied with the way the Council runs things than they were to feel dissatisfied (44% vs. 24%); so while clearly important to keep people informed, doing so does not appear to be essential to ensure that respondents are satisfied with how the Council is delivering and demonstrating that they get value for money is a more important driver of satisfaction.

Over the years residents' surveys have consistently identified a link between levels of satisfaction with the local council and other key indicators of satisfaction with the local area and this is the case here as well. In particular, respondents who were satisfied with their local area as a place to live were significantly more likely than those who were dissatisfied to say that they were satisfied with the way the Council runs things (69% vs. 28%) and in fact, almost half (47%) of those dissatisfied with their local area said they were also dissatisfied with the way the Council runs things. Additionally, respondents were more likely to feel satisfied with the Council if they agree rather than disagreed that they can *'influence decisions affecting your local area'* (81% vs. 52%).

### **Demographic differences**

In 2012 it was noted that female respondents were more likely to be satisfied with the Council than males, but this is not the case in 2014 and no difference was recorded (65% and 65% respectively).

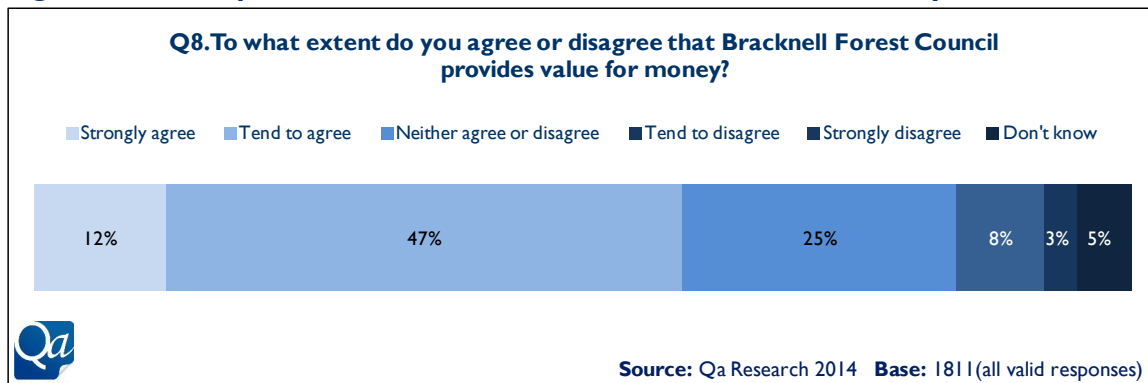
However, a trend common to both the 2014 and 2012 data is that older respondents are generally more satisfied with the Council and in 2014 71% of those aged 65+ said they were either *'fairly satisfied'* (51%) rather than *'very satisfied'*.

No differences between BME and White British respondents were recorded.

## 5.5.2 Perceptions on the value for money offered by the Council

The chart below shows levels of agreement that the Council provides value for money;

**Figure 30. Perception of whether the Council offers value for money**



The majority (59%) of respondents did agree that the Council provides value for money, although most said that they 'tend to agree' (47%) rather than 'strongly agree' (12%).

One-in-ten (10%) said that they disagreed that this was the case, but a quarter said that they 'neither agree nor disagree' (25%) and a further one-in-twenty (5%) said that they 'don't know', perhaps suggesting that these respondents do not have sufficient information with which to make an assessment.

### Comparison with 2012;

Here, a significant increase in the proportion that agree the Council provides value for money has been recorded in 2014 compared to 2012 (59% vs. 52%). More specifically, the proportion indicating that they 'strongly agree' has also increased significantly (12% vs. 8%).

As with the increase in satisfaction with the way the Council runs things, this uplift since 2012 does appear to be a genuine trend.

As noted earlier, agreement that the Council provides value for money and satisfaction with the way it runs things are very closely linked and here those that are satisfied are more likely to agree that it provides value for money than those that are dissatisfied (63% vs. 24%).

Also, if respondents agree they can 'influence decisions affecting their local area' they are more likely than those that disagree to also agree that the Council provides value for money (74% vs. 48%).

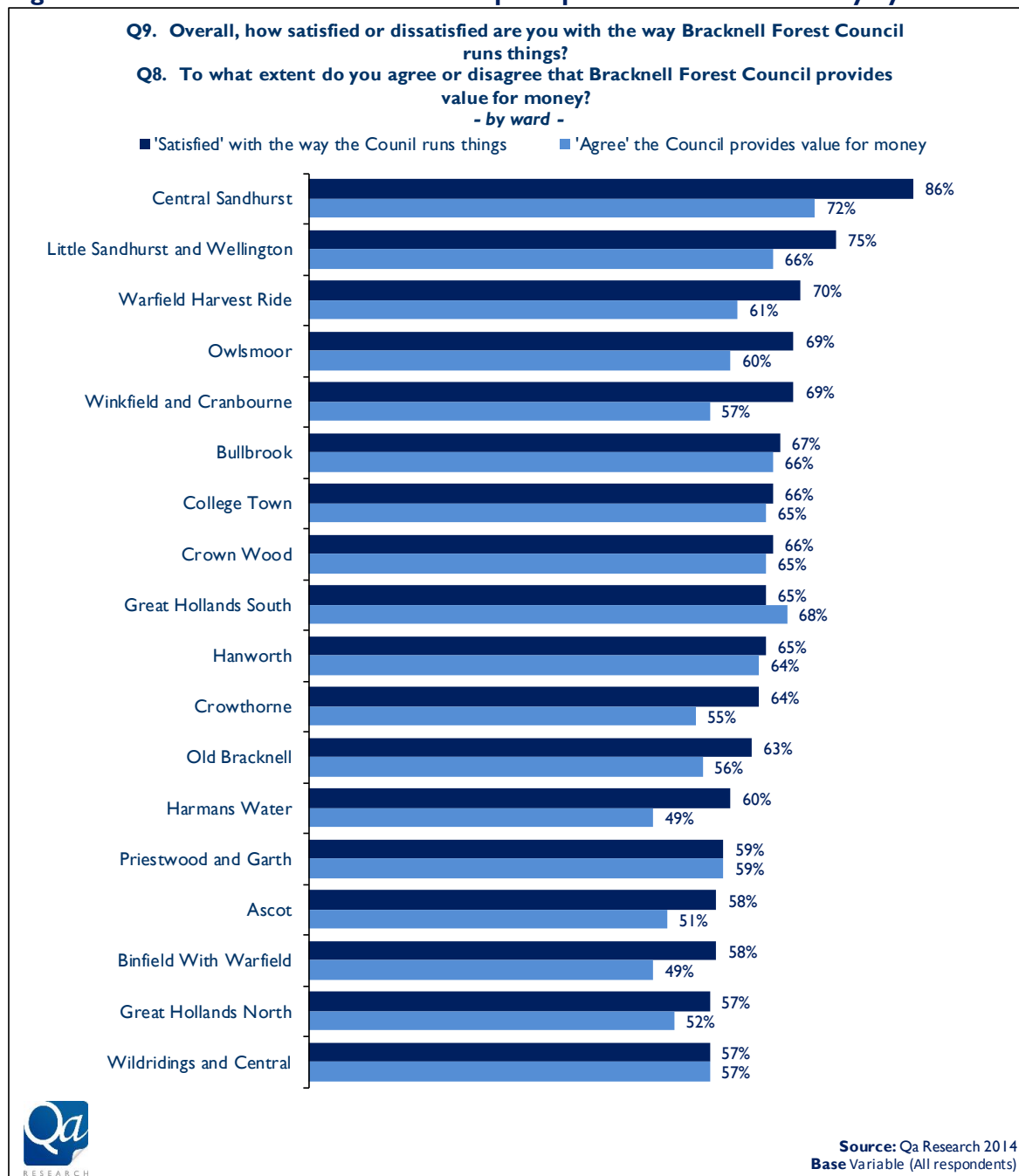
### Demographic differences

Few differences between demographic groups were recorded here, but the oldest respondents (those aged 65+) were the most likely to agree that the Council provides value for money (70%); additionally, BME respondents were significantly more likely than White British ones to disagree that this is the case (15% vs. 10%).

It is also the case that the level of disagreement was higher amongst those who said they'd contacted their 'Parish or Town Council during the past year' compared to those that had not (17% vs. 9%).

The chart below shows the proportion of respondents in each ward that expressed satisfaction with the way the Council runs things and the proportion that agreed it provides value for money;

**Figure 31. Satisfaction with Council and perceptions of value for money by ward**

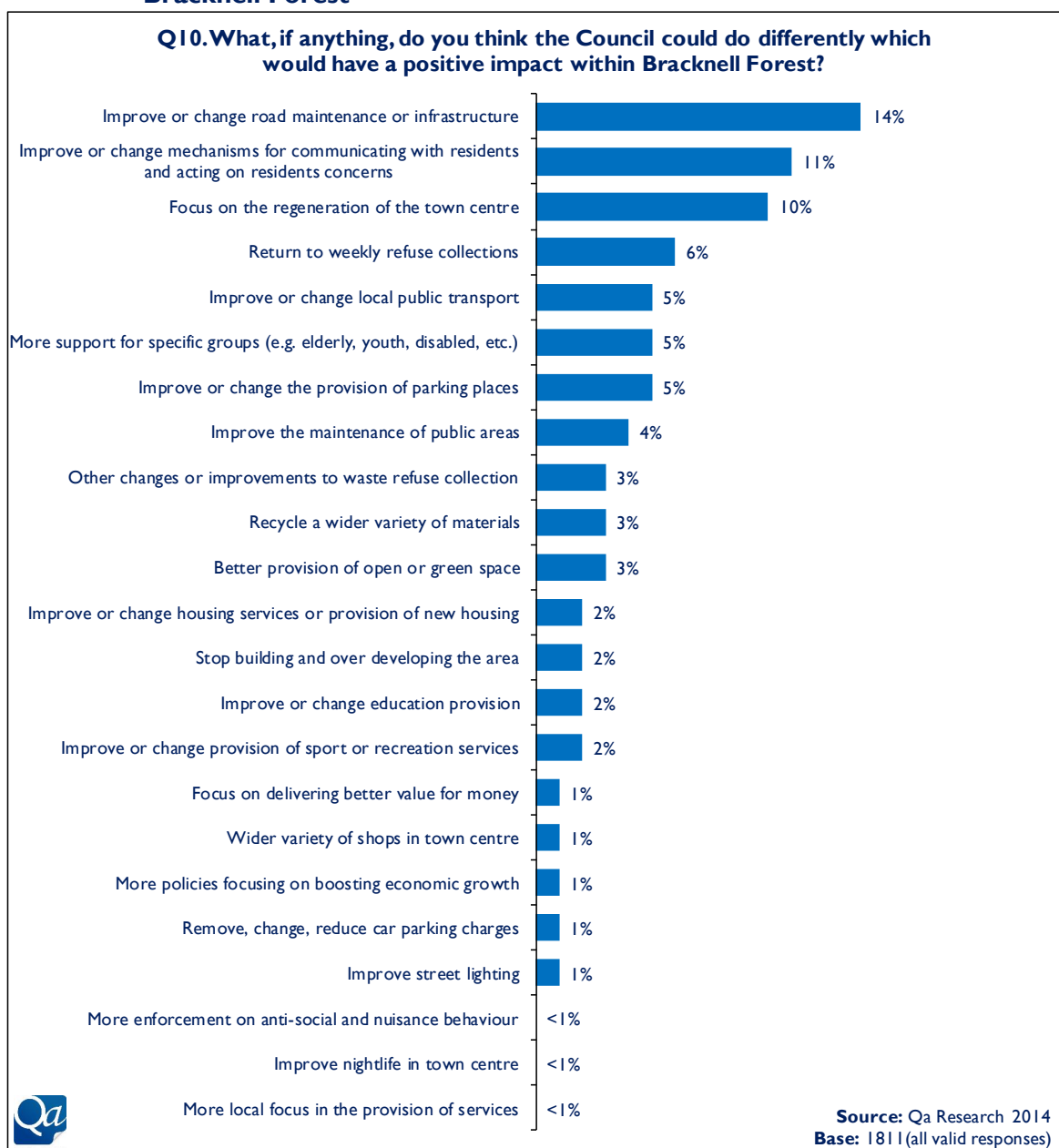


The link between these two measures is highlighted by the chart above, as those wards with the highest levels of satisfaction with the Council also tend to be the ones most likely to agree that it provide value for money. Specifically, the highest level of satisfaction and the highest level of agreement was recorded amongst respondents in Central Sandhurst (86% and 72% respectively). The second highest level of satisfaction was recorded in Little Sandhurst and Wellington and a comparatively high level of agreement as also recorded (75% and 66% respectively). In contrast, relatively low levels of satisfaction and agreement were recorded in Binfield with Warfield (58% and 49% respectively), Ascot (58% and 51% respectively) and Great Hollands North (57% and 52% respectively) amongst others.

### 5.5.3 Suggestions for improving the Council

Respondents were asked ‘*what, if anything, do you think the Council could do differently which would have a positive impact within Bracknell Forest*’ and this was a completely open question, with answers recorded verbatim. Similar answers have been coded into themes and the chart below shows these codes – note that this chart is only based on respondents who gave an answer at this question;

**Figure 32. Things the Council could do differently which would positively impact on Bracknell Forest**





In total, 72% suggested an improvement at this question and the types of issues mentioned were in line with those mentioned in 2012.

Respondents were most likely to make suggestions relating to the need to ‘*improve or change road maintenance or infrastructure*’ (19%) (a significantly higher proportion than that recorded in 2012 – 14%) and this included the following example verbatim responses;

*“Fix the potholes on the roads. Fix the street lights. Maintain roadside hedges.”*

*“There aren’t paths by many of the roads so people have to walk on the grass or the road if [it’s] wet. A lot of children walk to school along here, so it is particularly unsafe.”*

Additionally, just over one-in-twenty (7%) made a comment relating to the need to ‘*improve or change local public transport*’ such as the following;

*“Sort out provision of bus services as there are two companies. No interchange with return tickets.”*

*“The council could improve bus service in the area, we have buses that come into this area 2 days a week. For people who do not drive its taxis everywhere which is very expensive plus we have an au pair for our home and she cannot get here without taxi.”*

The mostly frequently recorded suggestions in 2012 related to the need to ‘*focus on regeneration of town centre*’ which was mentioned by 19% and fewer respondents made these types of comment in 2014 (14%) but they included the following which this year perhaps suggest more of an emphasis on getting the regeneration finished;

*“Speed up town centre regeneration.”*

*“Regenerate town centre - in progress but taking too long.”*

Respondents also talked about the need to ‘*improve or change mechanisms for communicating with residents and acting on residents concerns*’ (15%) and comments here included the following;

*“...we could do with more information on things that are changing and what our choices are. We used to have people knocking on our door asking our views, however not so much now. Things just happen and we have to except it. Most things are advertised on the internet on their website, but for people that are not computer literate it’s difficult, [and] for certain generations as not everyone has computers.”*

One-in-twenty (7%) also made a comment regarding the need for ‘*more support for specific groups (e.g. elderly, youth, disabled, etc.)*’ such as the following;

*“More facilities for teenagers and young adults; more entertainment services/youth clubs.”*

*“Better provision for learning disabled people - more carers for disabled people and more courses available for learning disabled people. More funding for local charities/volunteers (ARK organisation).”*

#### **Comparison with 2012;**

Comparisons between responses given to fully open questions should always be treated with caution, but apart from the lower proportion making reference to the need to ‘*focus on the regeneration of the town centre*’ and the higher proportion mentioning the need to ‘*improve or change road maintenance or infrastructure*’ noted above, some year-on-year differences are apparent.

**Continued....**

Specifically, significantly fewer mentions of the need to 'improve maintenance of public areas' were recorded (5% vs. 14%) and respondents were also less likely to mention the need to 'recycle a wider variety of materials' (4% vs. 8%).

Respondents in 2014 were also less likely to mention that they'd like to see 'more enforcement on anti-social and nuisance behaviour' (<1% vs. 5%).

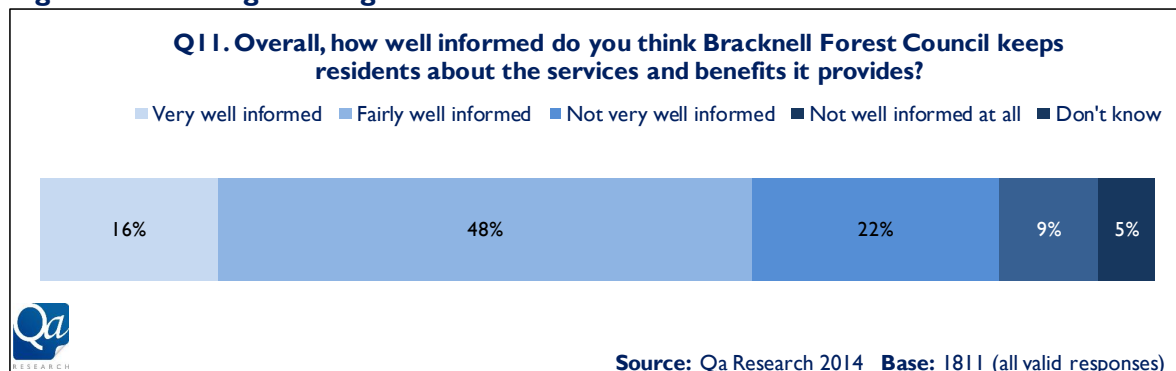
## 5.6 Communication with the Council

In the penultimate section of key findings the means by which residents communicate with the Council are explored, alongside preferences for that communication.

### 5.6.1 Feelings of being informed about Council services

Residents were asked to indicate the extent to which they felt informed about the Council and the services and benefits it provides. The following chart demonstrates the results.

**Figure 33. Feeling of being informed about Council services**



Two thirds (64%) of respondents feel well informed (net: 'very well informed' and 'fairly well informed') about the services and benefits provided by Bracknell Forest Council. Just under one third (31%) felt not informed (net: 'not very well informed' and 'not well informed at all'), although one-in-ten respondents (9%) did indicate that they felt 'not well informed at all'.

Respondents who felt well informed were significantly more likely to agree that they could influence decisions affecting their local area (49%) compared to those who felt that they were not informed (26%).

Well informed respondents were also more likely than those who felt not informed to be satisfied with their local area as a place to live (91% vs. 80%) and satisfied with the way Bracknell Forrest Council runs things (75% vs. 44%).

### Comparison to 2012;

There has been essentially no change in the overall level of how informed residents feel since 2012. Then, as in 2014, two thirds (64%) of respondents felt well informed and just under one third (29%) felt not informed; there has been no significant change in either of these figures.

**Continued...**

The distribution of how well informed people feel has change slightly however; a significantly higher proportion of respondents in 2014 felt 'very well informed' (16%) compared to 2012 (10%). A significantly greater proportion in 2014 also felt 'not well informed at all' (2014: 9%, 2012: 6%. Therefore it would seem that respondents are becoming polarised into those who feel completely and not at all informed, despite the overall level remaining static.

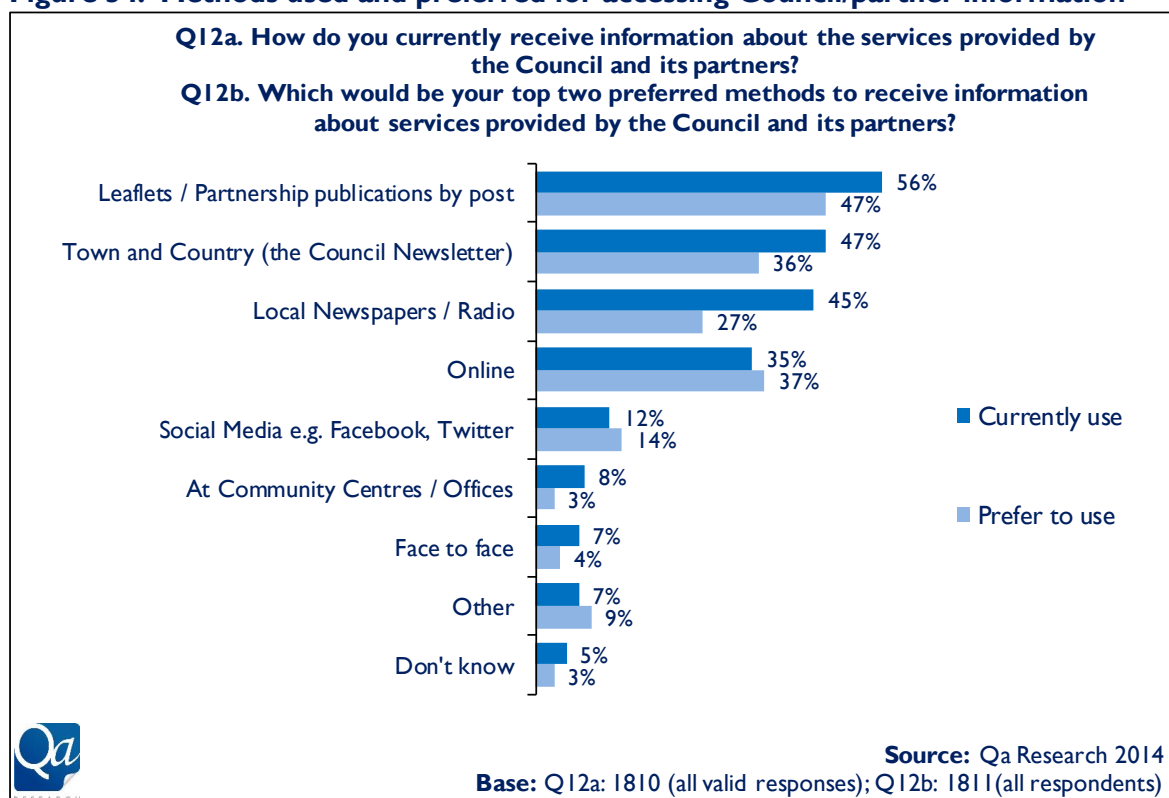
**Demographic differences**

Male respondents were more likely to feel well informed (67%) than female (62%), but aside from this there were no other notable significant differences between demographic groups.

**5.6.2 Methods for receiving information and preference for receiving information**

Respondents were asked how they currently received information about Council and partner services, and what their preferred method of receiving information would be. Respondents were allowed to select as many communication sources as they used, but were limited to their top two preferred ways of accessing information. The results are shown in the chart below;

**Figure 34. Methods used and preferred for accessing Council/partner information**



The three most common methods for accessing information about services provided by the Council and its partners were 'leaflets / partnership publications by post' (56%), the 'Town and Country newsletter' (47%) and 'local newspapers / radio' (45%). The mean average number of methods used was 2.25. While 'online' was the fourth most common mechanism for accessing information, given by just over a third of respondents (35%), it was the second most preferred method of accessing information (mentioned by 37%), and while not as used as 'leaflets / partnership publications by post' and the 'Town and Country newsletter', accessing information 'online' was preferred over local media such as 'local newspapers / radio'.

### **Comparison to 2012;**

Despite being the top three most used options in both 2012 and 2014, there has been a significant decrease in the proportion of respondents currently using 'leaflets / partnership publications by post' (down from 64% to 56%), the 'Town and Country newsletter' (down from 68% to 47%), and 'local newspapers / radio' (down from 60% to 45%). In contrast the proportion using 'online;' and 'social media' means of communication has increased significantly (from 30% to 36% and from 5% to 12% respectively). This is perhaps unsurprising as preference for these methods was greater than usage in 2012; however it also likely linked to the greater proportion of younger respondents in the 2014 sample compared to 2012.

### **Demographic differences**

Male respondents were significantly more likely than female to currently access information 'online' (39% vs. 34%), but were no more likely to cite this as a preferred method. Indeed, the only difference in terms of preference by gender was that female respondents were more likely to prefer to access information through the 'Town and Country newsletter' (38%) than males (34%).

This stands in contrast to 2012 where there were many more differences between the usage and preferences of male and female respondents, and this likely to be due to differing age profile of males and females in 2014 compared to 2012. In 2012 this was consistently around 50% male and 50% female regardless of age, however in 2012, respondents aged 54 and under were significantly more likely to be female (16-24: 82%, 25-34: 72%, 35-44: 67%, 45-54: 60%).

Respondents who were White British were significantly more likely to use 'leaflets / partnership publications by post' (61% vs. 46%) and the 'Town and Country newsletter' (54% vs. 27%) than BME respondents. White British respondents also accessed significantly more sources of information on average (2.32) than BME respondents (1.84).

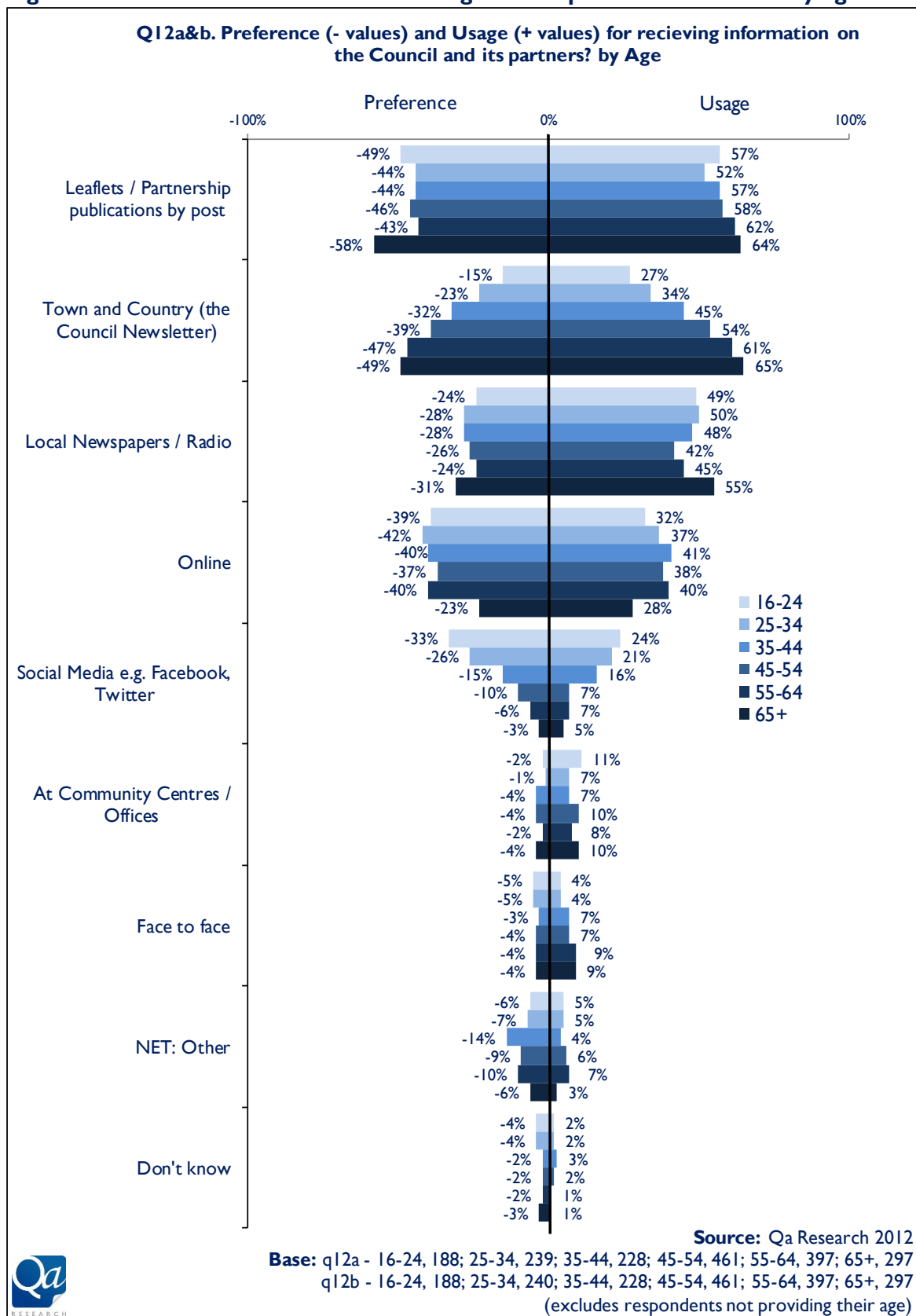
BME respondents also showed a significantly greater preference for 'local newspapers / radio' (36% vs. 25%) and 'face-to-face' (7% vs. 4%) compared to White British respondents; despite this, there is no significant difference between the levels of current usage by ethnicity. This may suggest that there are currently barriers to BMEs accessing information using these methods.

There were some significant differences in use of information sources and preference for information sources by age. These are shown on the chart on the following page; the negative values represent each age group's preference for the given information source, with the positive values representing the current use of these information sources by age group.

Both usage of and preference for the 'Town and Country newsletter' increased with age, with the oldest age group (65+) having over twice the usage of the youngest (16-24) (65% vs. 27%) and over three times the preference (15% vs. 49%). The inverse was true for 'social media' with both usage of and preference for this decreasing as age increased. The youngest age group had almost five times the usage compared to the oldest (24% c. 5%), and a considerable eleven times the level of preference (33% vs. 3%).

This pattern is not present in preference and usage of 'online' information sources, which is more consistent across the age groups with the exception of those aged 65 and over. This group had significantly lower levels of preference (23%) and usage (28%) than other groups. Those aged 16-24 had what might be lower than expected usage of 'online' information services (32%, higher than only those aged 65 and over), given that they had the highest usage of 'social media'. The 16-24 aged group had the greatest different in levels of preference over usage (7 percentage points; 39% over 32%), however, which suggests that online methods currently used do not engage with this age group.

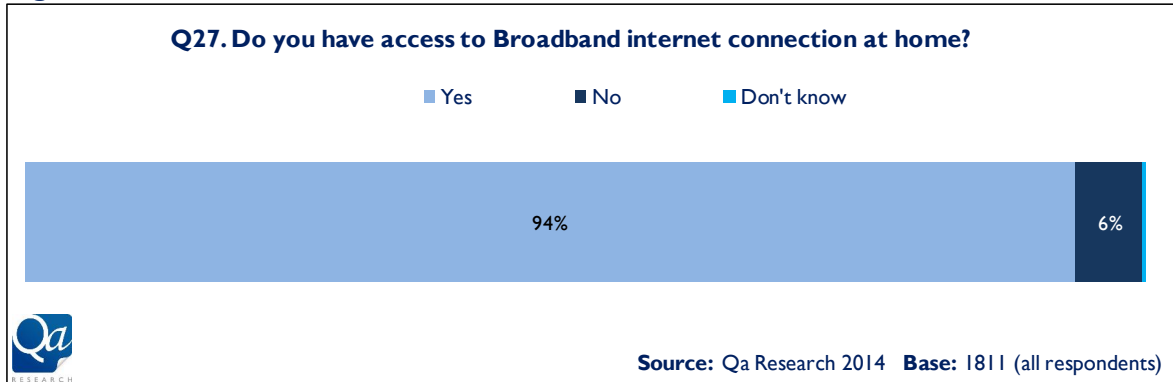
**Figure 35. Preference and use for receiving Council/partner information by age**



### 5.6.3 Residents' access to home broadband

This subsection of the explores residents' access to broadband internet at their home. The proportion that does have access is shown in the chart below;

**Figure 36. Access to home broadband internet connection**



The vast majority of respondents indicated that they had a broadband internet connection at their home (94%). Only one-in-seventeen (6%) did not.

#### **Comparison to 2012;**

The proportion of respondents with a broadband internet connection has increased since 2012, where 83% of respondents had a broadband connection.

Part of this increase may be due to the more representative 2014 sample however; respondents aged 65 and over were overrepresented in 2012 and this group is significantly less likely to have broadband access than any other, which may have artificially decreased the 2012 figure.

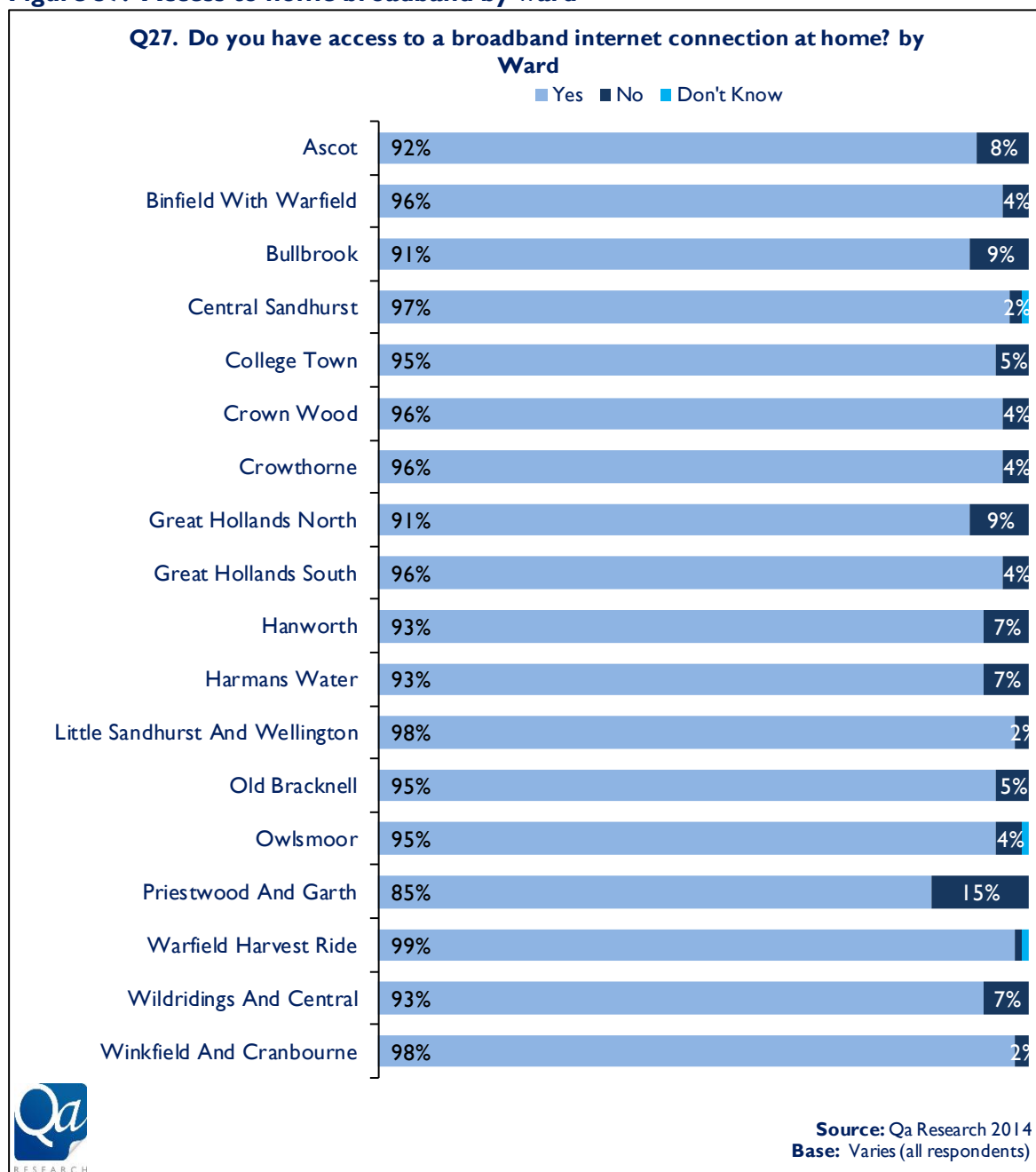
#### **Demographic differences**

Those aged 65 and over were significantly less likely to have a broadband internet connection (78%) than any other age group (all 97% except for 16-24: 98%).

There were no other differences by demographic subgroups.

The chart on the following page shows the breakdown of broadband access by ward.

**Figure 37. Access to home broadband by ward**



Priestwood and Garth had the lowest proportion of residents with a broadband connection (85%), although in absolute terms the proportion with a broadband connection is still very high. Respondents in Warfield Harvest Ride were those most likely to have home broadband access (99% had access).

This mirrors the findings of 2012 where, as in 2014, Priestwood and Garth had the lowest (72%) and Warfield Harvest Ride the highest (93%) proportion of respondents with home broadband access.



## 5.7 Contact and satisfaction with Town and Parish Councils

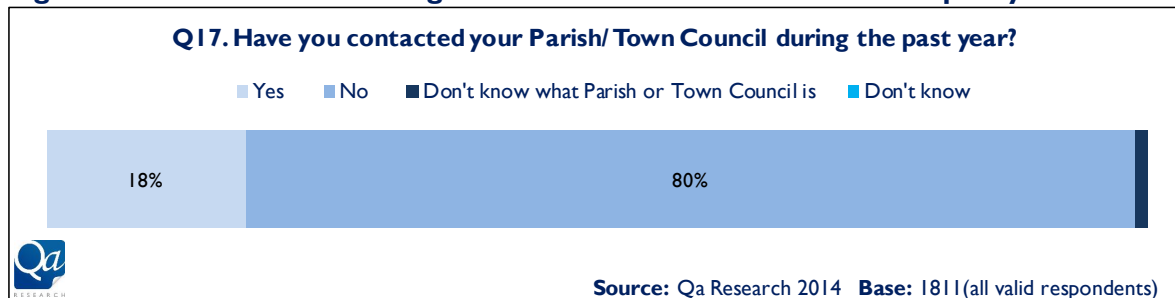
The final section of the key findings explores respondents' relationship with their Town or Parish Council, and also their interest in becoming more involved in the decision making in their area.

### 5.7.1 Contact with and awareness of the services provided by Town and Parish Councils

This subsection of the report concerns respondents' contact with their Town and Parish Council, along with their awareness of the services they provide locally.

The following chart demonstrates the proportion of respondents who have contacted their Town or Parish Council in the past 12 months.

**Figure 38. Residents contacting their Parish/Town Council over the past year**



The majority (80%) of respondents had not contacted their Parish or Town Council in the past 12 months; only just less than one fifth (18%) has done so. Lack of awareness of the Parish or Town Council is not the cause of this, as only a negligible proportion (1%) of respondents said they 'don't know what the Parish or Town Council is'.

#### Comparison to 2012;

This is a significant decrease from 2012, where almost one third (30%) of respondents had contacted their Parish or Town Council during the past year.

Some of this decrease is driven by the lower proportion of older respondents in the 2014 sample, as respondents aged 35 and over are more likely to have contacted their Parish or Town Council. However, a decline in the proportion that have contacted was recorded in 2014 compared to 2012 amongst all age groups including those aged 16-24 (5% vs. 24%), 25-34 (15% vs. 31%) and also older aged groups such as 55-64 (20% vs. 29%) and 65+ (19% vs. 32%).

It's possible that this decline is in part explained by the different methodology in 2014 and the self-selecting nature of 2012 respondents in particular. In particular, residents who are inclined to complete postal surveys may be more likely to contact their local Parish or Town Council, although no data is available to confirm this.

#### Demographic differences

Female respondents were significant more likely to have contacted their Parish or Town Council in the past 12 months (20%) than male respondents (16%), although the proportion doing so still remains low.

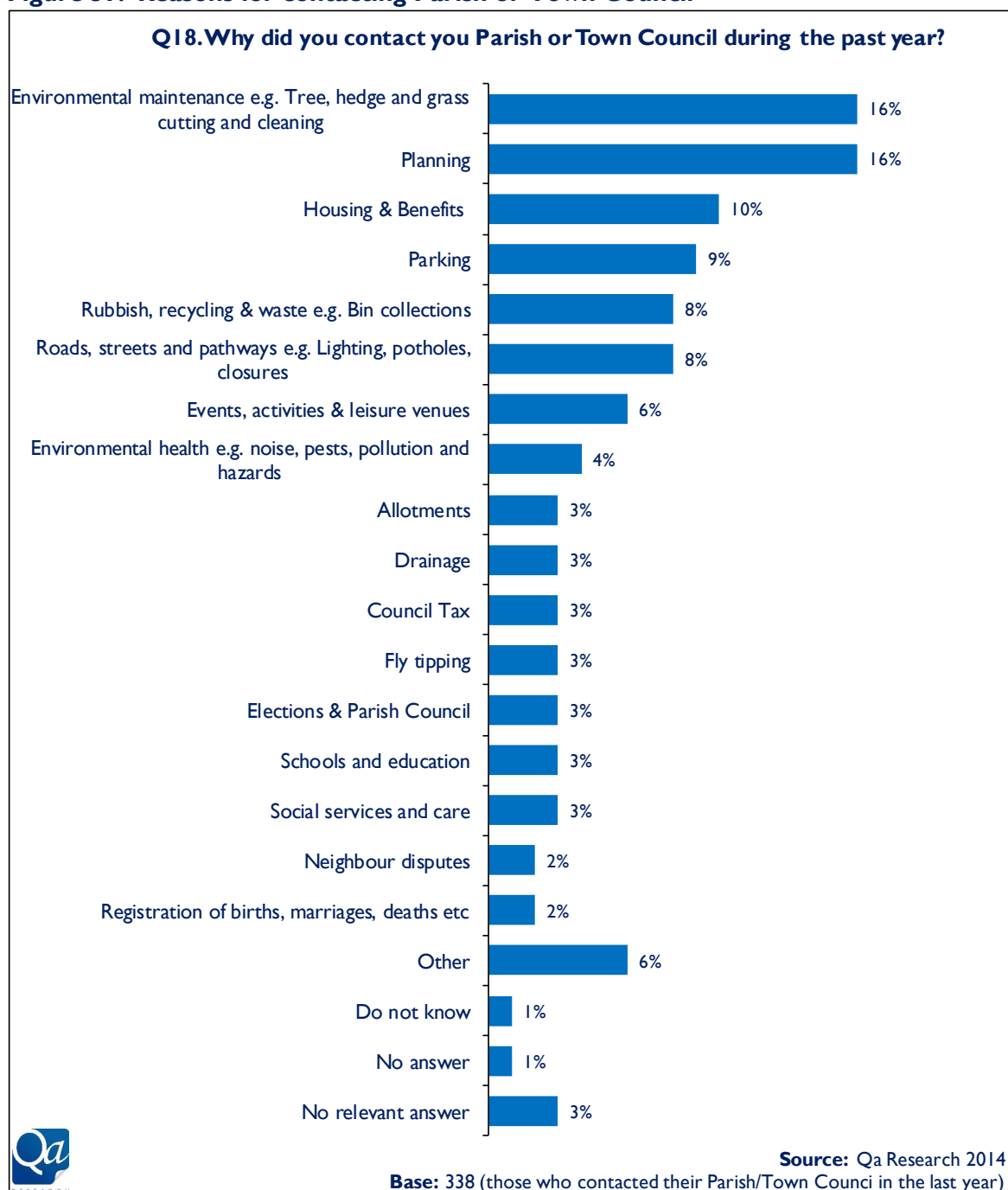
By age, respondents aged 35-44 were the most likely to have contacted their Parish or Town Council (26%); those aged 16-24 were the least likely (5%).

White British respondents were also more likely have contacted their Parish or Town Council (19%) when compared to BME respondents (12%).



Respondents who indicated that they had contacted their Parish or Town Council over the last year were asked what their reason for making contact was. Answers were recorded verbatim and coded into thematic categories prior to analysis. The results are shown in the chart below;

**Figure 39. Reasons for contacting Parish or Town Council**



The wide range of differing reasons for contacting a Town or Parish Council, and the fact that no one reason dominates, suggests that there is no single over-riding issue which drives contact with local Parish and Town Councils.

Selected verbatim comments for the top two reasons are reproduced on the following page.

The most frequently made comments related to 'environmental maintenance' (16%) such as vegetation and ensuring this was kept under control. Sample comments included;

*"Regarding keeping pathways clear from uncut bushes and trees, and keeping paths clean from pine needles for mobility scooters"*

*"I tried to get some obstructive bushes cut down"*

A number of comments in this category also made reference to the removal of dead animals (badgers, foxes, deer), and to reporting issues with fouling.

There were some occasions where respondents had been critical of the Town or Parish Council's response to their enquiry;

*"I wanted some trees and bushes cut at the back of my garden; I received a reply approximately two months ago saying this would get done, however up to today this still has not taken place"*

*"An alleyway between estates was overgrown and overridden with pests - now infested again - it was dealt with but took a long time"*

Many comments relating to 'planning' (16%) involved contacting the Town or Parish Council to make a complaint;

*"To complain about location of proposed housing"*

*"It was a complaint about a fence someone had put up"*

*"Planning permission was put in to build houses and I was against it"*

*"Complained about the change in the fly path of planes"*

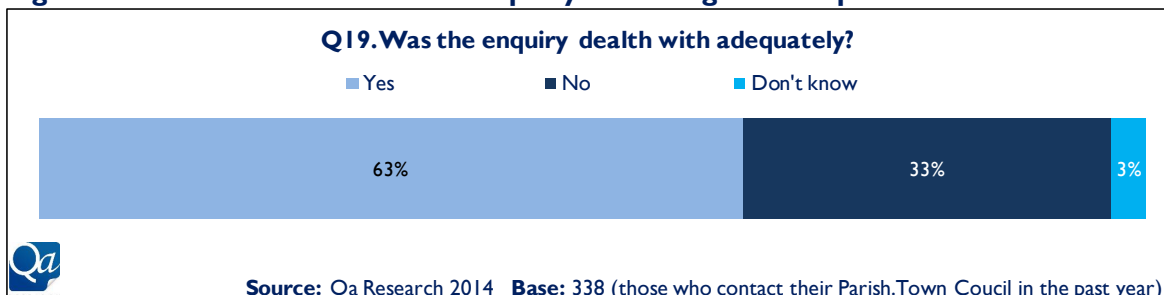
A significant number of other comments were about planning permission, although the respondents did not specify what exactly this referred to.

## **Demographic differences**

The small base size for this question precludes analysis by sub-groups.

Respondents who had contacted their Parish or Town Council in the past 12 months were then asked if their enquiry had been dealt with adequately. Results are shown in the chart below;

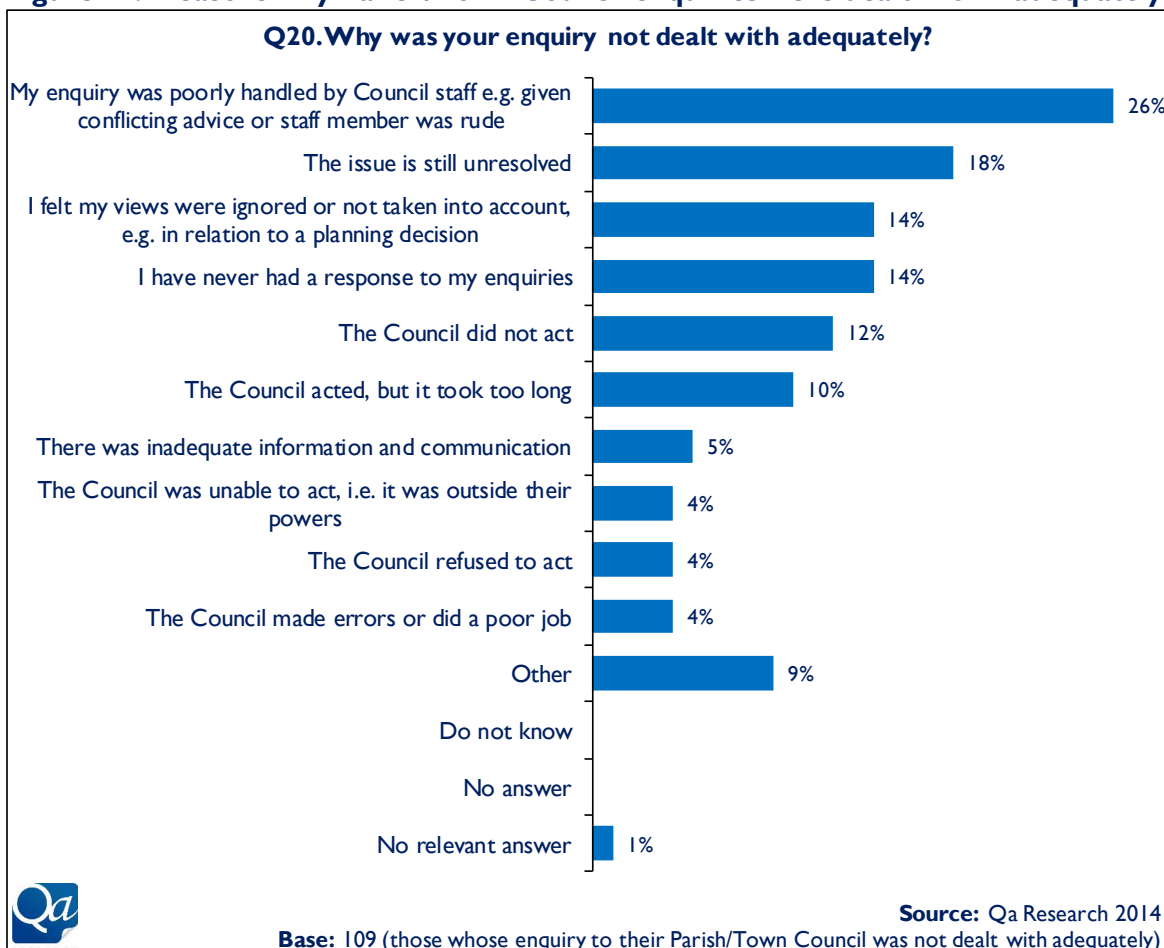
**Figure 40. Parish/Town Council adequacy in dealing with enquiries**



Two thirds (63%) of respondents indicated that their enquiry to their Parish or Town Council had been dealt with adequately. Although this represents the majority, it still leaves one-in-three enquires (33%) being dealt with inadequately.

Respondents who indicated that their enquiry had been dealt with inadequately were asked why this was the case; answers were recorded verbatim and coded into categories shown below;

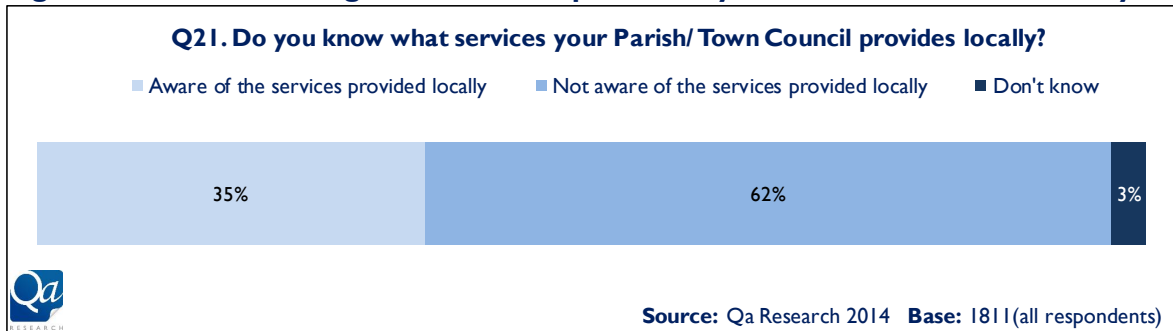
**Figure 41. Reasons why Parish/Town Council enquiries were dealt with inadequately**



The perception that the respondent's enquiry 'was handled poorly' (26%) by the Parish or Town Council was the principal cause of respondents feeling that enquires had not been dealt with adequately.

All respondents were then asked if they were aware of the local services being provided by their Parish or Town Council. Results are shown in the chart below;

**Figure 42. Understanding of the services provided by Parish/Town Councils locally**



Just over a third of respondents (35%) were aware of the local services provided by their Parish or Town Council, however the majority were still not aware of these services (62%).

**Comparison to 2012;**

This represents a significant decrease since 2012, where nearly half (45%) of respondents were aware of the services provided locally. Therefore, not only has the proportion of people who contacted their Parish or Town Council decreased but awareness of the services they provide has also decreased.

However, both these decreases may in part be due to the more representative sample in the 2014 survey; the two youngest age groups (16-24 and 25-34) both have much lower levels of awareness and contact with their Parish or Town Council and these were underrepresented in the 2012. Therefore, these decreases should be treated with caution.

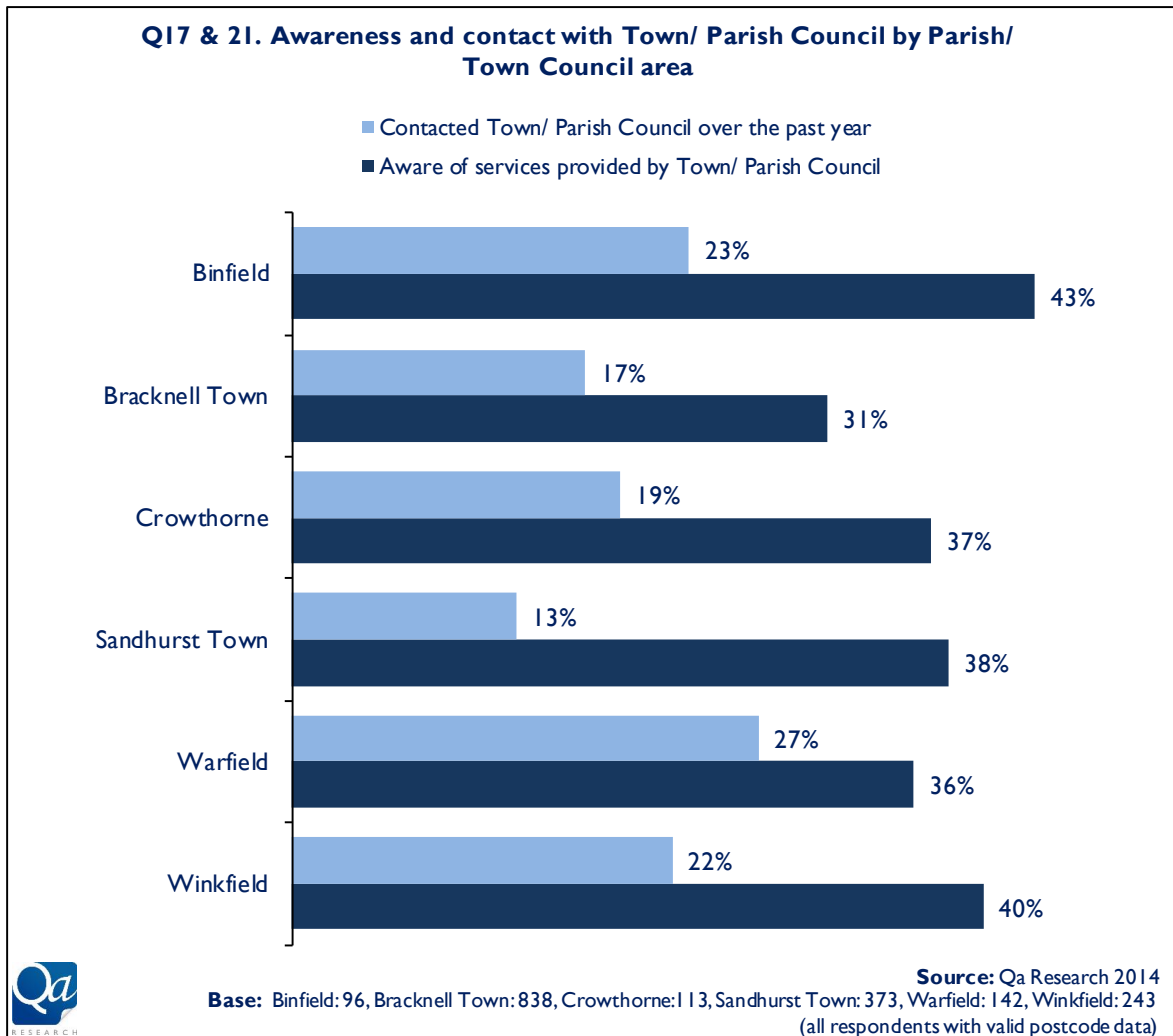
**Demographic differences**

Respondents aged between 16-24 were significantly less likely (25%) than those aged over 35 to be aware of the locally provided services (35-44: 38%, 45-54: 38%, 55-64: 35%, 65+: 40%).

There were no other differences by demographic subgroups.

The following chart shows the proportion of respondents who have contacted and who are aware of the services provided by their Parish or Town Council by Parish or Town Council areas.

**Figure 43. Awareness and contact with Town/Parish Councils by Parish/Town Council area**



Respondents from Sandhurst Town were significantly less likely to have contacted their Town or Parish Council (13%) than those from Binfield (23%), Warfield (27%, the highest level of contact), and Winkfield (22%).

A low level of making contact with the local Parish or Town Council does not correlate<sup>2</sup> to the awareness of the services provided by that Council. Respondents from Sandhurst Town may have the lowest rate of contacting their Council, but they have the third highest awareness of the services they provide (38%), second only to Binfield (43%, the highest level of awareness) and Winkfield (40%).

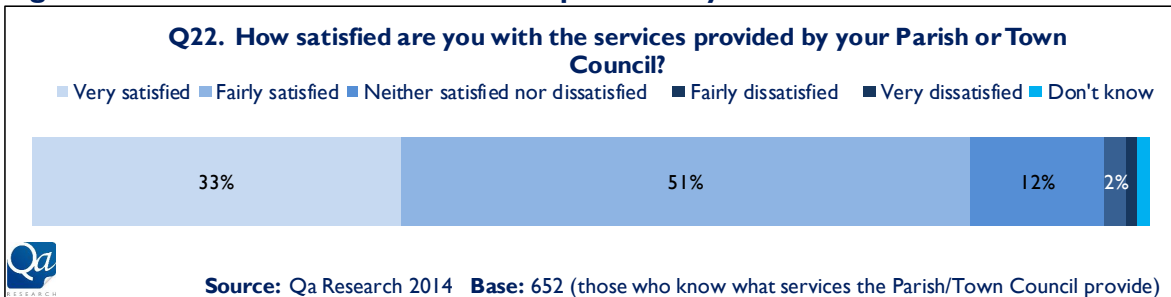
<sup>2</sup> Correlation coefficient = 0.277 (very weak positive correlation)

### 5.7.2 Satisfaction with the services provided by Parish or Town Councils

This subsection explores the satisfaction of respondent with services provided to them by their local Parish or Town Council. All questions in this subsection were asked only of those who were 'aware' of the services provided by their local council (Q21); this was 35% of the total sample.

Respondents were asked to indicate their satisfaction with the services provided by their Parish or Town Council on a five point scale ranging from 'very dissatisfied' to 'very satisfied'. The results are shown in the following chart;

**Figure 44. Satisfaction with the services provided by Parish/Town Council**



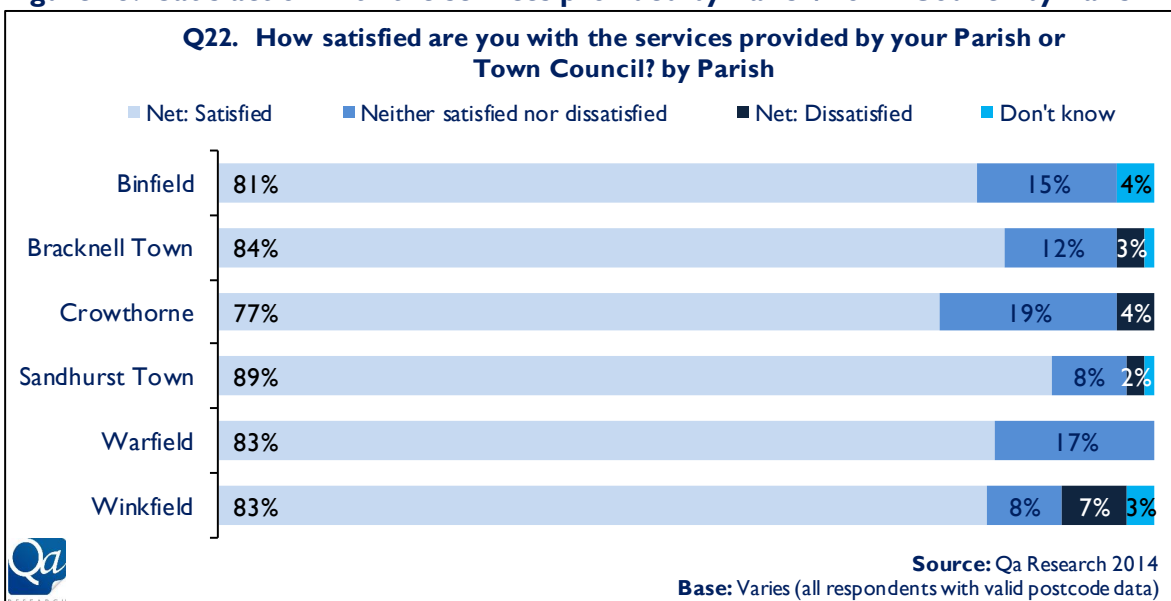
The majority (84%) of respondents were satisfied with the services provided by their Parish or Town Council, although respondents were more likely to be 'fairly satisfied' (51%) than 'very satisfied' (33%). Only a negligible proportion (3%) were dissatisfied.

Significantly more respondents who were satisfied with their local area as place to live were satisfied with the services provided by their local council (88%), compared to those dissatisfied with their local area (44%); this suggests a positive correlation between these two measures.

#### Demographic differences

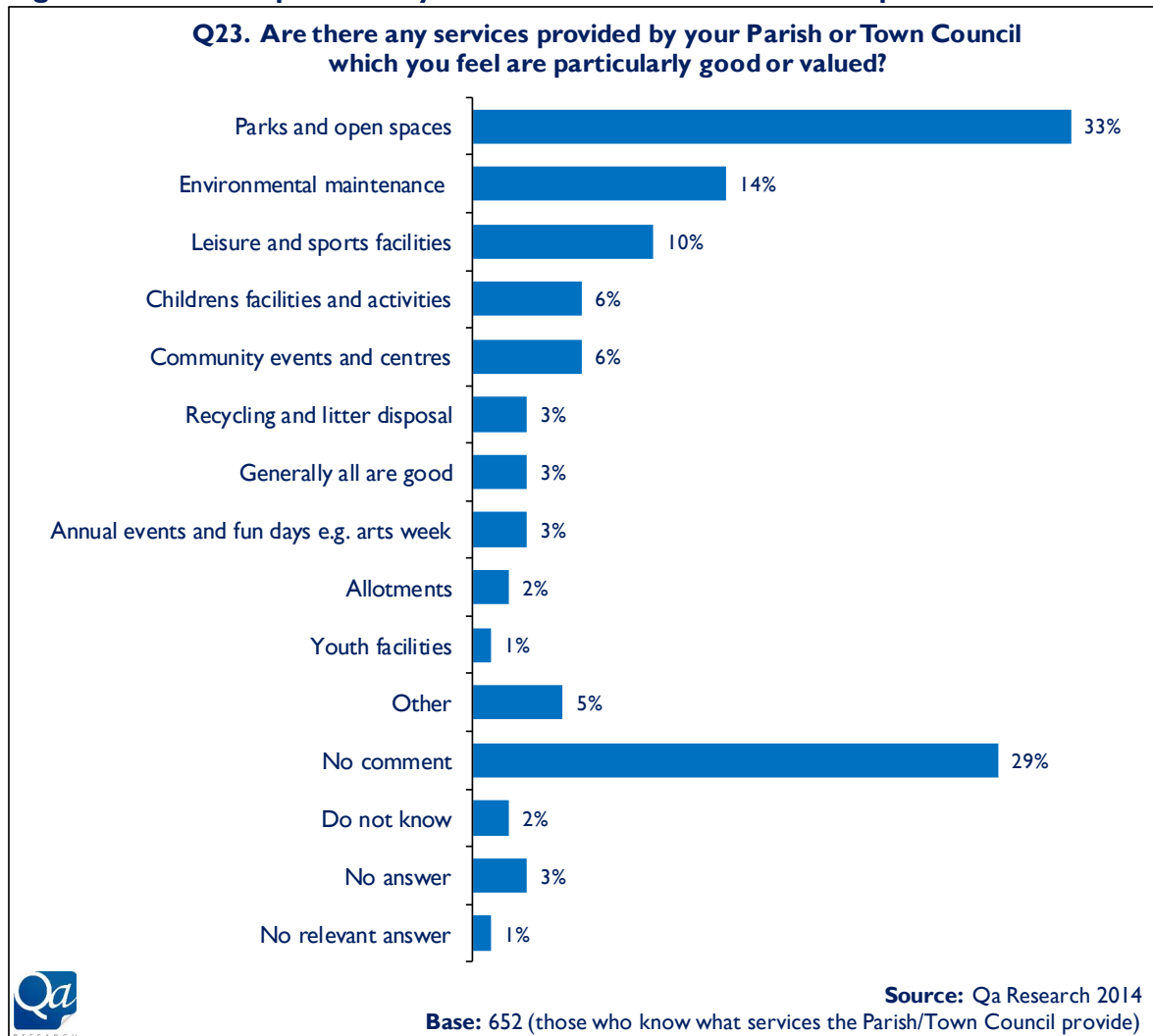
There were no significant differences between demographic sub-groups, suggesting that satisfaction with local services is universal. The chart below shows the satisfaction level by parish, with Sandhurst Town reporting the highest (89%) and Crowthorne the lowest (77%) satisfaction.

**Figure 45. Satisfaction with the services provided by Parish/Town Council by Parish**



Respondents who said they were aware of the services provided were then asked what services provided by their Parish or Town Council they felt were particularly good or of particular value. Answers were recorded verbatim and coded into categories shown below;

**Figure 46. Services provided by Parish/Town Council that are of particular value**



One third (33%) of respondents to this question said that ‘*parks and open spaces*’ were a particularly good or valued service. Given that this was the second most used service across the borough, and the service with the highest satisfaction rating, is perhaps unsurprising that is listed as the most valued service here.

Respondents from Sandhurst Town were particularly happy with or valued ‘*parks and open spaces*’; two fifths (42%) gave this answer, significantly more than those from the parishes of Bracknell Town (32%), Crowthorne (16%, the lowest proportion), and Warfield (2%).

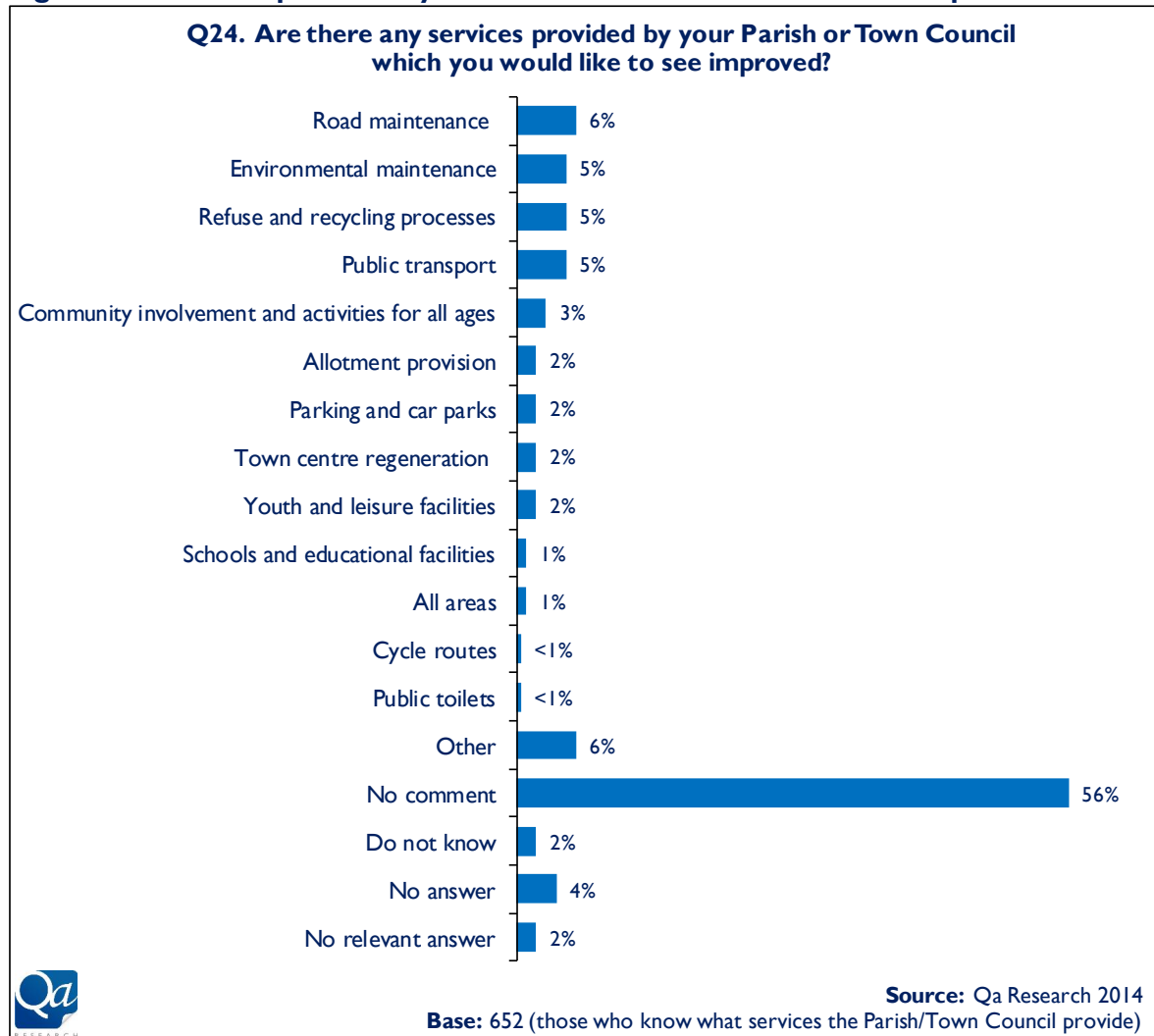
A small number of respondents listed services that were provided by the Borough Council and not by their town or parish council, suggesting some degree of confusion between these two organisations. These have been excluded in the chart above.

## Demographic differences

Respondents aged 16-44 were significantly more likely to say 'parks and open spaces' (16-24: 44%, 25-34: 46%), 35-44: 44%) than those aged over 55 (55-64: 26%, 65+ 17%). BME respondents were also more likely to say this (50%, base: 88) than White British respondents (30%).

These respondents were then asked if there were any services provided by their Parish or Town Council that they would like to see improved. Again, answers were recorded verbatim and coded into categories shown below;

**Figure 47. Services provided by Parish/Town Council that could be improved**



Half (55%) of respondents at this question did not name any Parish or Town Council services that they felt needed to be improved; this, along with the wide variety of different suggestions made by small proportions of the sample, suggests that there is no single area that is particularly perceived as being in need of improvement.

Respondents from Sandhurst Town were significantly more likely to say 'no comment' (67%) than those from the parishes of Binfield (50%), Bracknell Town (51%), and Winkfield (47%).



### 5.7.3 Residents' interest in contributing to a Neighbourhood Plan

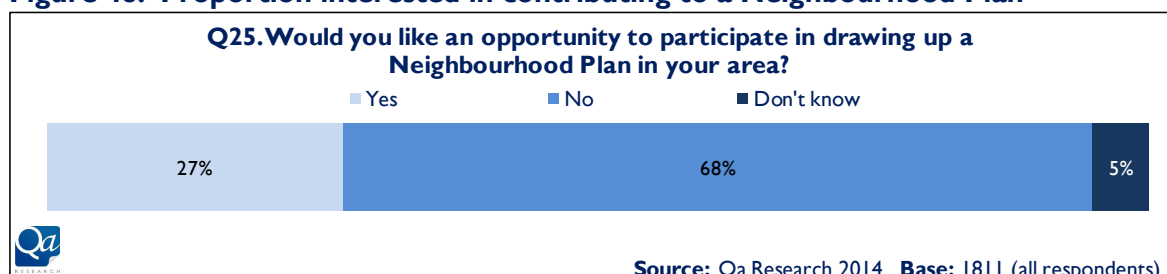
This penultimate subsection of the report examines residents' interest in contributing to a Neighbourhood Plan and if so, what they felt they could offer. These questions were not asked in 2012 and therefore there is no comparative data.

In order to ensure respondents understood a consistent definition of what a Neighbourhood Plan was, the following prefacing statement was read out to them;

*"Neighbourhood planning gives local people the opportunity to draw up a planning document about their local area, called a Neighbourhood Plan. This plan establishes general planning policies for the development of land in a neighbourhood, including where new homes and offices should be built and what they should look like. It will form part of the overall development plan for the area and can be considered when local planning applications are being assessed"*

Respondents were then asked if they would like the opportunity to participate in drawing up a Neighbourhood Plan in their area. Results are shown in the chart below;

**Figure 48. Proportion interested in contributing to a Neighbourhood Plan**



Only a minority of respondents (27%) indicated that they would be interested in the opportunity to participate in drawing up a Neighbourhood Plan in their area. This does still represent one-in-four respondents however.

Perhaps surprisingly, there was no significant difference in the level of interest between those who agreed that they could influence decisions affecting their local area (26%) and those who *disagreed* (30%). Equally surprising is that those who were satisfied with their local area as a place to live were significantly more likely to be interested in the Plan (27%) than those who were dissatisfied (17); apparently dissatisfaction with the local area does not translate in to a desire to improve it though the means of a Neighbourhood Plan. It could be that those that are satisfied with their local area feel more affinity with it and are therefore more motivated to try to improve it or at least to take an active part in how it develops over time. Respondents who were dissatisfied with the way the Council runs things were significantly more likely to express interest in the Neighbourhood Plan (33%) than those who were satisfied (25%). This may reflect a desire to take more control over their area.

#### Demographic differences

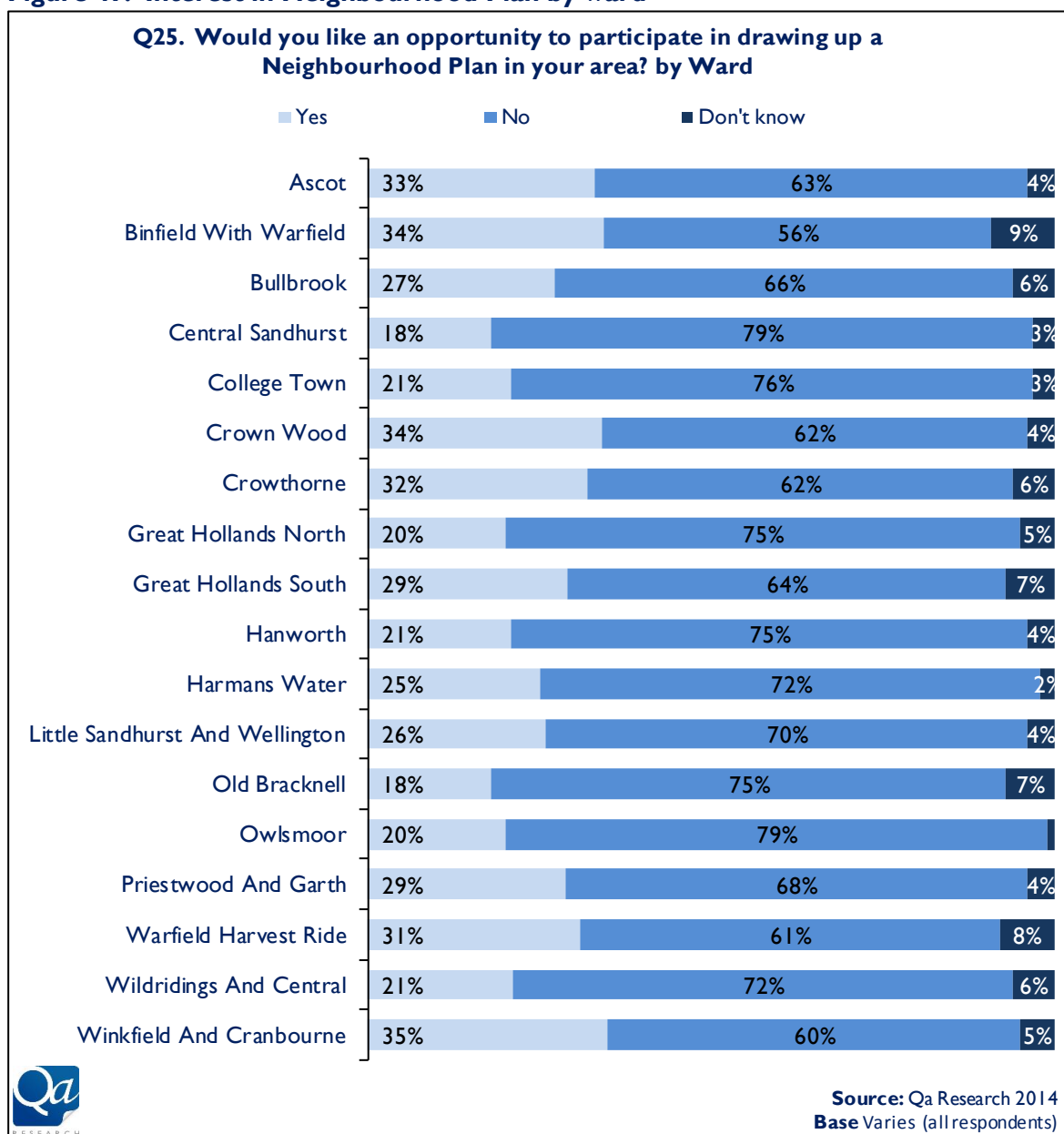
Male respondents were significantly more likely to indicate that they would be interested in the opportunity to participate in drawing up a Neighbourhood Plan in their area (30%) than female respondents (24%).

Interest in being involved in a Neighbourhood Plan was highest amongst those aged 35-64 (35-44: 31%, 45-54: 31%, 55-64: 31%), significantly more so than those aged 16-24 (15%, the lowest interest) and 65 and over (22%).

White British respondents were more likely to say 'no' (69%) than BME respondents (62%, who in turn were more likely to say 'don't know' (14% vs. 4%).

In addition, there were differences in the proportion indicating that they that they would be interested in the opportunity to participate in drawing up a Neighbourhood Plan by ward. These are shown in the chart below;

**Figure 49. Interest in Neighbourhood Plan by ward**

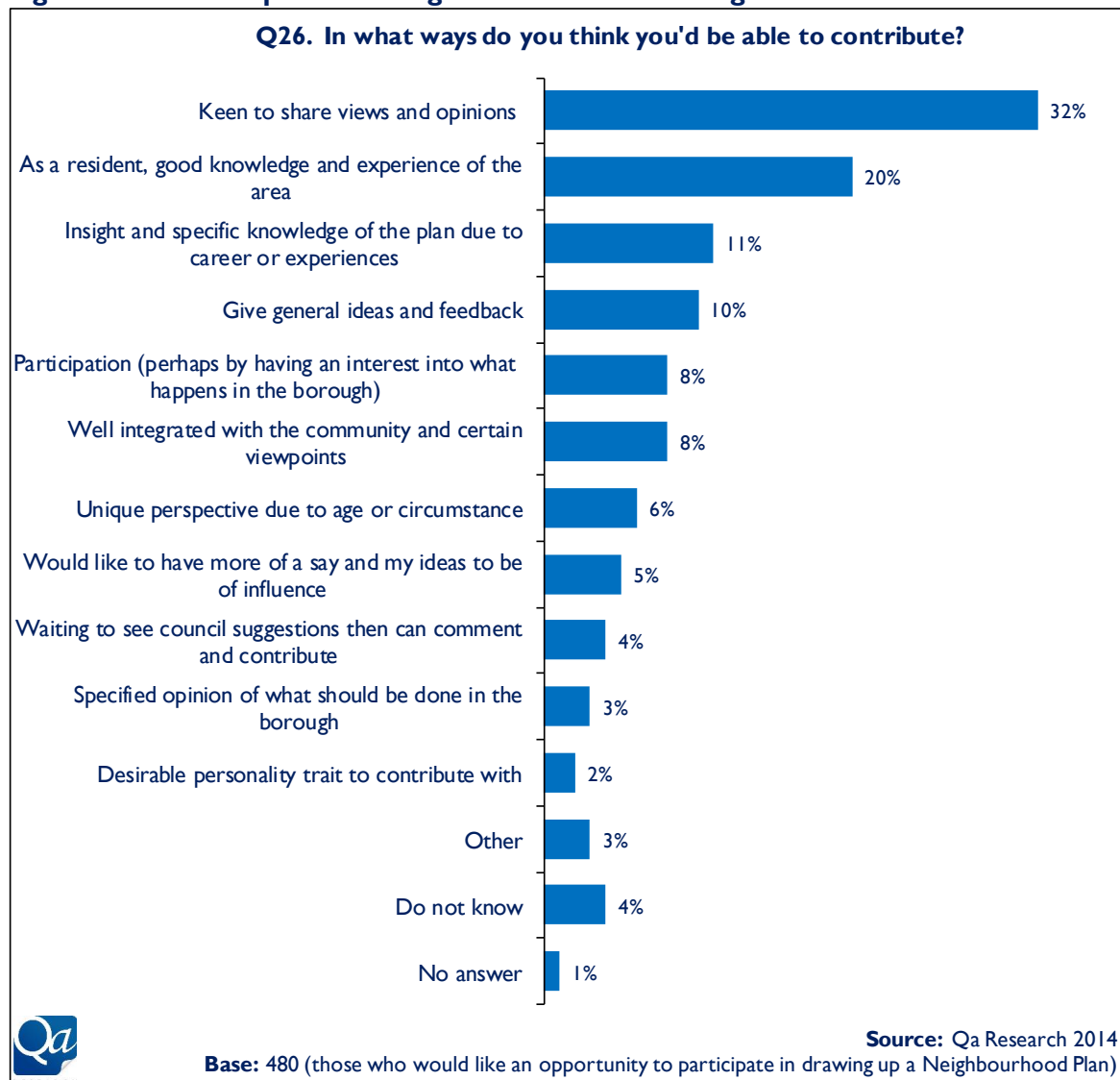


Respondents from Winkfield and Cranbourne (35%), Binfield with Warfield (34%), Crown Wood (34%) and Ascot (33%) had the highest level of interest in participating in drawing up a Neighbourhood Plan.

The wards where interest was lowest were Central Sandhurst (18%) and Old Bracknell (18%).

Those respondents who had indicated that they would be interested in participating in drawing up a Neighbourhood Plan were then asked in what ways they thought they would be able to contribute to the Plan. Answers were recorded verbatim, were coded into thematic categories prior to analysis, and are shown below;

**Figure 50. How respondents might contribute to a Neighbourhood Plan**



A third (32%) of respondents' felt that they could contribute to a Neighbourhood plan with 'keenness to share views and opinions', and this was the most common means of contributing. This perhaps indicates a willingness to contribute rather than an indication of what attributes they might bring to a Plan however.

Where answers related more to what respondents would bring to a Neighbourhood Plan this was generally about offering knowledge or experience, either 'of the area' (20%) or 'insight and specific knowledge from their career' (11%).

## 6. Conclusions

### **Conclusion 1: The change in methodology has provided a more representative sample and findings that are more reflective of the views of the borough.**

The change from a postal survey, whereby respondents are entirely self-selecting, to a telephone survey designed to ensure a sample that better reflects the views of all demographic groups in the borough has been achieved. This change has in some instances led to year-on-year differences which reflect the fact that younger, male and BME residents were under-represented in the 2012 research. The 2014 findings are, therefore, a more accurate reflection of the views of the population of the borough as a whole. Generally, changes recorded in key measures between 2012 and 2014 are positive.

### **Conclusion 2: Residents continue to feel that Bracknell Forest is a good place to live and is getting better.**

The majority of respondents were satisfied with their local area as a place to live, as was the case in 2012. Although there was some variation in the level of satisfaction amongst demographic subgroups and wards, this was minor and it is clear that there is an overall positivity to living in Bracknell Forest. Access to nature and green spaces were once again cited as the most valued features of living in Bracknell Forest and usage levels and satisfaction levels for parks and open spaces in particular remain comparatively high.

Respondents also agreed that there was strong community cohesion in their local area, and the proportion agreeing that people from different backgrounds get on well together where they live has increased significantly since 2012. In addition, there remains a low level of perception that there was a problem with the way people in the respondents' local area treated each other with respect and consideration, although there has been no change in this since 2012.

Agreement that people from different backgrounds get on well together and that there was not a problem with the way people treated each other were positively correlated with satisfaction with the local area, and these metrics are clearly linked. Consequently, where residents do not feel there is community cohesion this will impact on how positively they view their local area.

Despite satisfaction with the local area remaining high, many still feel that are unable to influence decisions that affect it. Only two fifths of respondents felt that they could influence decisions affecting their local area and, while this is an increase over the proportion in 2012, this leaves one-in-two respondents feeling that they cannot influence those decisions. Despite this, however, interest in being involved in a formal Neighbourhood Plan was low, suggesting that residents may not want the level of involvement that helping to shape a Neighbourhood Plan would require.

### **Conclusion 3: Around two-thirds expressed satisfaction with Bracknell Forest Council and the majority consider it provides value for money, with improvement in both measures recorded since 2012.**

Almost two thirds of respondents were at least fairly satisfied with the way that Bracknell Forest Council runs things, and this had increased since 2012. Respondents were more likely to be only fairly satisfied than very satisfied, however, and one-in-ten were dissatisfied with the Council. There was little variation in the level of satisfaction by demographic measures, although those aged 65 and over reported higher levels of satisfaction.

A slightly lower proportion felt that the Council offers value for money; just under two thirds agreed that the Council did, although more of those tended to simply agree rather than strongly agree. Again, this represents a significant increase from 2012. Satisfaction was strongly linked to

the belief that the Council offered good value for money, as nearly nine-in-ten who agreed that the Council offered good value for money were satisfied with the way they run things, so demonstrating value is crucial in driving up satisfaction levels.

Ensuring that residents feel informed about the services and benefits the Council provides may also help to drive satisfaction levels up, as those who did feel informed were significantly more likely than those that didn't to express satisfaction with the Council.

**Conclusion 4: The services provided or supported by Bracknell Forest Council generate high levels of satisfaction overall, although there is the potential to improve some areas of service.**

Respondents who felt able or willing to give an opinion were more satisfied than dissatisfied with services provided or supported by Bracknell Forest Council, and satisfaction levels have increased significantly since 2012. The level of satisfaction is generally high, although there is room for improvement in some areas. Crucially, however, the most frequently used services are also those that report the highest levels of satisfaction.

Park & open spaces, waste & recycling services, leisure, sports & arts facilities, libraries and schools all have high levels of satisfaction amongst those who use them; however, planning, local bus services, housing advice, and in particular road maintenance were all areas that reported relatively high degrees of dissatisfaction and represent services that could be improved. In addition, some services attracted a large proportion of respondents who are neutral about them (who are neither satisfied nor dissatisfied) and therefore minor improvements to these services could, potentially, shift respondents to being satisfied with them.

**Conclusion 5: The majority of residents continue to feel they are at least fairly well informed about Council services, although there has been no improvement since 2012.**

Although two thirds of respondents felt they were at least fairly well informed about the services and benefits that the Council provides, there has been little overall change since 2012. There is certainly scope to improve this, especially given the previously described link between feeling informed and satisfaction with the Council.

The most common methods of receiving information from the Council continue to be leaflets or partnership publications by post, the Town and Country newsletter, and local newspapers or radio; however, the proportion using all these has decreased significantly since 2012. In contrast, the proportion using and receiving information online and via social media has increased, and although preference for online communication continues to outstrip usage (suggesting improvements could be made) this gap has narrowed since 2012. In part, these differences reflect the higher proportion of younger respondents in 2014.

**Conclusion 6: Contact with Parish or Town Councils continues to be minimal and has actually fallen since 2012.**

Only one fifth of respondents had contacted their Parish or Town Council in the past 12 months; this was a significant decrease since 2012, and although this may be partly driven by a more representative dataset there remains a fall in the level of contact across all age groups. Reasons for making contact were varied, and although environmental maintenance and planning were the most common prompts there was no single issue that dominated.

Where enquiries were made, one third of these were seen as not being adequately dealt with. This was generally due to the perception that the Council did not act to deal with the cause of the enquiry (although it was sometimes acknowledged that doing so was outside their power).

**Conclusion 7: Although those who were aware of the services provided by Parish and Town Councils were satisfied with them, awareness remains low and is possibly decreasing.**

The majority of respondents who were aware of the services that were provided by their Parish or Town Council were satisfied with them. This was linked to satisfaction with the local area as a place to live, and was reasonably consistent across the various parishes of Bracknell Forest (although satisfaction was particularly high in Sandhurst Town).

It is important to note that only one third of all respondents indicated that they were aware of what these services *actually were*. This represents a significant decrease since 2012, although this is likely to be partially driven the more representative sample of 2014.

Parks & open spaces were perceived as the most valued service provided by Parish and Town Councils, which is in line with them being seen as one of the key features of Bracknell Forest. When prompted for what services provided by Parish or Town Councils should be improved there was no single answer that emerged dominant, and in fact half of those asked did not give any suggestions.

## 7. Appendix

### Annex I: Bracknell Forest Residents Survey 2014

This survey has been designed to transfer smoothly to QA's CATI system, and looks slightly different to a conventional survey. The questions themselves are the same, but are simply presented differently. The explanation below should help, but please do contact your contact at QA if you are unsure.

All questions, (including prompts for interviewers/respondents e.g. 'Tick all that apply') are formatted with the 'Question' style in blue.

All responses are listed and formatted using the 'Response' style in red.

Questions followed by a blank line are an open-ended or numeric question.

Instructions (i.e. routing instructions) are formatted using the 'Instruction' style in italic. Rating questions are simply listed with the scale listed first followed by the responses and formatted using the 'Response' style.

**Good morning/ afternoon/evening my name is \_\_\_\_ and I am calling from Qa Research on behalf of your Bracknell Forest Council, who have asked us to carry out a survey to help them understand the views of Bracknell Forest residents.**

**The survey will take around 10 to 12 minutes and is designed to help Bracknell Forest Council and its partners understand the attitudes of local residents towards their local area and residents' priorities for public services. All your answers will be anonymous and confidential.**

**Would now be a good time for you to take part in the survey?**

**Yes – Continue**

**No – Book appointment**

**Just to reassure you this interview will be carried out according to the Market Research Society's Code of Conduct. Your answers will be treated in confidence (in accordance with the Data Protection Act 1998) and the findings of this survey will be reported anonymously. If there are any questions that you do not wish to answer, then please let me know. The call may be recorded for quality purposes.**

## SCREENERS

The first few questions are about you, so we can ensure that we speak to a good cross-section of local residents.

S1. Firstly, could I ask how old you are?

WRITE IN

S2. Gender

Male

Female

S3: May I confirm that your postcode is (check against database to ensure correct Ward for quotas)

S4. How would you describe your ethnic background?

DO NOT READ OUT - PROBE IF REQUIRED

### **SINGLECODE**

#### **Asian or Asian British**

Bangladeshi

Chinese

Filipino

Indian

Nepali

Pakistani

Any other Asian background

#### **Black or Black British**

African

Caribbean

Any other Black background

#### **Mixed**

White & Asian

White & Black African

White & Black Caribbean

Any other Mixed background

#### **White**

English/British/Northern Irish/Scottish /Welsh

Gypsy/Irish Traveller

Irish

Showpeople/Circus

Any other White background

#### **Arab/Other Ethnic Group**

Arab

Other ethnic group

Prefer not to say

This section asks for your views on what it's like in your local area. Please consider your 'local area' to be the area within 15-20 minutes walking distance from your home.



**Q1. Overall, how satisfied or dissatisfied are you with your local area as a place to live? READ OUT**

**Singlecode**

Very satisfied  
Fairly satisfied  
Neither satisfied nor dissatisfied  
Fairly dissatisfied  
Very dissatisfied  
Don't know

**Q2. Do you agree or disagree that you can influence decisions affecting your local area? READ OUT**

**Singlecode**

Definitely agree  
Tend to agree  
Tend to disagree  
Definitely disagree  
Don't know

**Q3 To what extent do you agree or disagree that your local area is a place where people from different backgrounds get on well together? By getting on well together, we mean living alongside each other with respect. READ OUT**

**Singlecode**

Definitely agree  
Tend to agree  
Neither agree nor disagree  
Tend to disagree  
Definitely disagree  
Too few people in the area  
All the same ethnic background  
Don't know

**Q4. In your local area, how much of a problem do you think there is with people not treating each other with respect and consideration? READ OUT**

***Singlecode***

- A very big problem
- A fairly big problem
- Not a very big problem
- Not a problem at all
- Don't know

**Section 2: Your Council**

**Q5. What three things do you like best about living in the Borough? DO NOT READ OUT – PROBE TO CODES BELOW**

***Multicode up to three***

- Access to nature
- Activities for teenagers
- Affordable decent housing
- Community activities
- Cultural facilities (e.g. cinema, South Hill Park)
- Education provision
- Care for older people
- Facilities for young children
- Health services
- The level of crime
- Parks and open spaces
- Public Transport
- Sports and leisure facilities
- Cleanliness of the environment
- Employment opportunities
- Other (write in)
- Don't know

Your local area receives services from Bracknell Forest Council who are responsible for a range of functions and activities such as refuse collection, street cleaning, planning, schools, social care services and road maintenance.

**Q6. On average, how often would you say that you or members of your immediate family used the following services that are provided by the Council? READ OUT**

**Singlecode**

Daily

Weekly

Monthly

Once every few months

About once a year

Less frequently

Never

Don't know

**LOOP – RANDOMISE ORDER OF ASKING**

Recycling facilities

Longshot Lane Household waste recycling centre

Local bus services

Sport/leisure facilities

Libraries

Parks and open spaces

Schools

Childcare services

South Hill Park arts facility

Youth services

Community centres

Social care services

Planning

Housing Advice

Benefit Services

**Q7. How satisfied or dissatisfied are you with each of the following services provided or supported by Bracknell Forest Council? READ OUT**

**Singlecode**

Very satisfied

Fairly satisfied

Neither satisfied nor dissatisfied

Fairly dissatisfied

Very dissatisfied

Don't know

**LOOP – RANDOMISE ORDER OF ASKING**

Planning

Refuse collection

Kerbside recycling

Longshot Lane Household waste recycling centre

Local transport information

Local bus services

Sport/leisure facilities

Libraries

Parks and open spaces

Schools

Childcare services

South Hill Park arts facility

Youth services

Community centres

Social care services

Road maintenance

The standard of maintenance of public land, such as grass cutting, litter and graffiti

Housing Advice

Benefit Services

In considering the next question, please think about the range of services Bracknell Forest Council provides to the community as a whole, as well as the services your household uses. It does not matter if you do not know all of the services Bracknell Forest Council provides to the community. We would like your general opinion.

**Q8. To what extent do you agree or disagree that Bracknell Forest Council provides value for money? READ OUT**

**Singlecode**

Strongly agree

Tend to agree

Neither agree or disagree

Tend to disagree

Strongly disagree

Don't know

**Q9. Overall, how satisfied or dissatisfied are you with the way Bracknell Forest Council runs things? READ OUT**

**Singlecode**

- Very satisfied
- Fairly satisfied
- Neither satisfied nor dissatisfied
- Fairly dissatisfied
- Very dissatisfied
- Don't know

**Q10. What, if anything, do you think the Council could do differently which would have a positive impact within Bracknell Forest?**

**Codes open**

**Section 3: Receiving information and being kept informed**

**Q11. Overall, how well informed do you think Bracknell Forest Council keeps residents about the services and benefits it provides? By benefits, we mean any positive impacts it has on the local area. READ OUT**

**Singlecode**

- Very well informed
- Fairly well informed
- Not very well informed
- Not well informed at all
- Don't know

**Q12a. How do you currently receive information about the services provided by the Council and its partners? READ OUT**

**Multicode**

- Online
- Social Media e.g. Facebook, Twitter
- Leaflets / Partnership publications by post
- Local Newspapers / Radio
- At Community Centres / Offices
- Face to face
- Town and Country (the Council Newsletter)
- Other (write in)
- Don't know

**Q12b. Which would be your top two preferred methods to receive information about services provided by the Council and its partners?  
READ OUT**

***Multicode up to two***

Online

Social Media e.g. Facebook, Twitter

Leaflets / Partnership publications by post

Local Newspapers / Radio

At Community Centres / Offices

Face to face

Town and Country (the Council Newsletter)

Other (write in)

Don't know

**Q13. Are there any other comments you would like to make relating to the issues covered in this survey, or about the Council or local services more generally?**

***Codes open***

## Section 4: Helping Out

We are interested to know about the unpaid help people give.

**Q16a. Have you given unpaid help to any groups, clubs or organisations over the last 12 months?**

Please exclude giving money and anything that was a requirement of your job. Please only include work that is unpaid and not for your family. **READ OUT**

**Singlecode**

Yes

No

Give unpaid help as an individual only and not through groups, clubs or organisations

Don't know

**ASK Q16b IF 'Yes' AT Q16a.**

**Q16b. Overall, about how often over the last 12 months have you given unpaid help to any groups, clubs or organisations? READ OUT**

**Singlecode**

At least once a week

Less than once a week but at least once a month

Less often

Don't know

## Section 5: Parish and Town Council

**Q17. Have you contacted your Parish or Town Council during the past year?**

**Singlecode**

Yes

No

Don't know what Parish or Town Council is

Don't know

**ASK Q18-20 IF 'Yes' AT Q17. OTHERS GOTO Q21**

**Q18. Why did you contact them?**

**CODES OPEN**

**Q19. Was the enquiry dealt with adequately?**

**Singlecode**

Yes

No

Don't know

**ASK Q20 IF 'No' AT Q19. OTHERS GOTO Q21**

**Q20. Why was that?**

**CODES OPEN**

**ASK ALL**

**Q21. Please listen to the following description; READ OUT**

Parish and Town Councils provide some local facilities and services and each tailors its services and spending to its community. The services provided vary from area to area, but often include looking after parks and play areas and providing sports pitches, open spaces, play equipment and allotments. Some also run community halls and services for young people and all give grants to help local groups.

Do you know what services your Parish or Town Council provides?

**Singlecode**

Yes

No

Don't know

**ASK Q22 IF 'Yes' AT Q21. OTHERS GOTO Q25**

**Q22. How satisfied are you with the services provided by your Parish or Town Council? READ OUT**

**Singlecode**

Very satisfied

Fairly satisfied

Neither satisfied nor dissatisfied

Fairly dissatisfied

Very dissatisfied

Don't know

**Q23. Are there any services provided by your Parish or Town Council which you feel are particularly good or valued?**

**CODES OPEN**

**Q24. Are there any services provided by your Parish or Town Council which you would like to see improved?**

**CODES OPEN**

**ASK ALL**

**Q25. Please listen to the following description;**

Neighbourhood planning gives local people the opportunity to draw up a planning document about their local area, called a



**Neighbourhood Plan. This plan establishes general planning policies for the development of land in a neighbourhood, including where new homes and offices should be built and what they should look like. It will form part of the overall development plan for the area and can be considered when local planning applications are being assessed.**

**Would you like an opportunity to participate in drawing up a Neighbourhood Plan in your area?**

**ASK Q26 IF 'Yes' AT Q25. OTHERS GOTO Q27**

**Q26. In what ways do you think you'd be able to contribute?**

**CODES OPEN**

## Section 6: About You

I'd now like to ask you a few questions about yourself. These questions help us to see if there are any differences between the views of different residents and help the Council to tailor and improve their service accordingly. Please be assured that all information will be kept completely confidential.

**Q27 Do you have access to Broadband internet connection at home?**

**READ OUT**

**Singlecode**

Yes

No

Don't know

**Q28. How would you describe your religion/ belief? READ OUT**

**Singlecode**

None

Christian (all Christian denominations)

Buddhist

Hindu

Muslim

Sikh

Jewish

Other (write in)

**Q29. How would you describe your sexual orientation? READ OUT**

**Singlecode**

Heterosexual/ straight

Gay man

Lesbian/ gay women

Bisexual

Prefer not to say

**Q30. Do you have any children aged 18 or under?**

**Singlecode**

Yes

No

Prefer not to say

**ASK Q31 IF 'Yes' AT Q30.**

**Q31. If you have children what age are they? READ OUT**

***Multicode***

0 - 3

4 - 7

8 - 11

12 - 15

16 - 18

Prefer not to say

**Thank and close**